

E&P

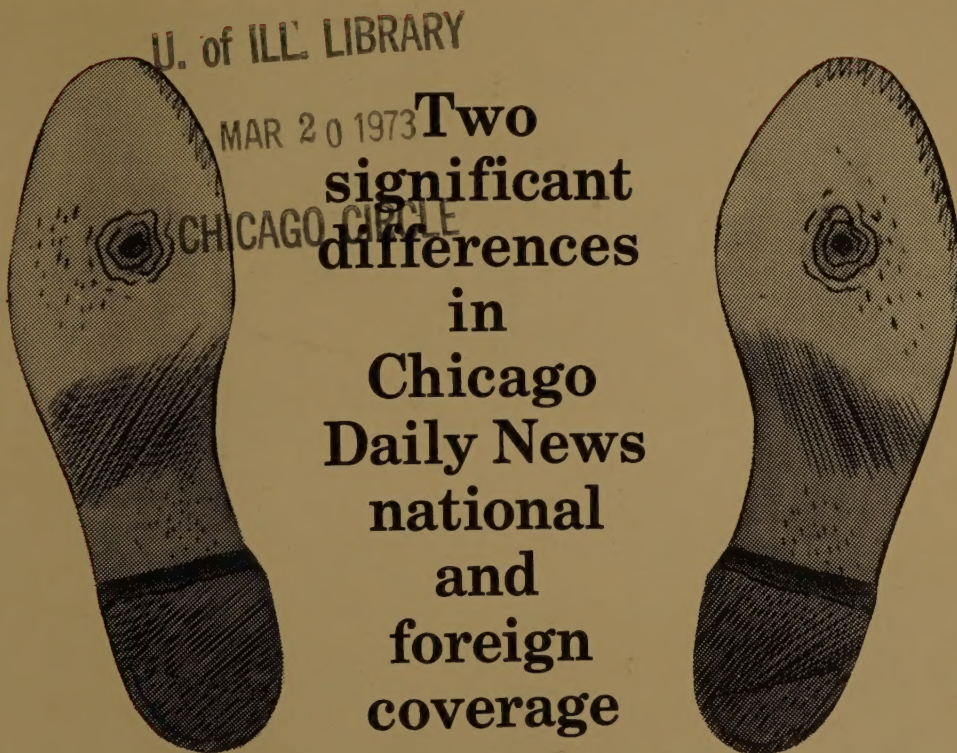
March 17, 1973

Thirty-five cents

Editor & Publisher

® THE FOURTH ESTATE

rt-timer wins
nologist of Year'
male hearings
Shield bill
e adjourned
w court rules
n't protect
ws sources
visit with
s. Sulzberger
age (10)



Two significant differences in Chicago Daily News national and foreign coverage

It takes a lot of shoe leather to put the world in perspective . . . that's why our correspondents are always on the move. Here are just some of the places they've filed stories from in the last few months:

Raymond R. Coffey— London, Belfast, Dublin, Warsaw, Zurich, Stockholm
Georgie Anne Geyer— Cairo, Jerusalem, Buenos Aires, Santiago
Jay Bushinsky— Tel Aviv, Beirut, Amman, Khartoum
Keyes Beech— Laos, Cambodia, Taiwan, Japan, Korea, Hong Kong
Larry Green— Saigon, Laos, Hong Kong
Milt Freudenheim— Paris, Bonn, Brussels
Ernest Weatherall/Charles Bierbauer— West Germany
Peter Lisagor, William Eaton, William McGaffin— Washington
Robert Gruenberg— Washington, Buenos Aires, Santiago

Our national and foreign correspondents add an extra dimension to news that's breaking or likely to break. It's shoe leather. It's just one more reason why the CDN/S-T Wire Service is prized by editors and readers everywhere.

Chicago Daily News

Marshall Field, Publisher

SERIALS SECTION LIBRARY
UNIVERSITY OF ILLINOIS
CHICAGO CIRCLE, BOX 8198
CHICAGO, IL 60680

SECOND CLASS P. O. ENTRY

**The newspaper for people
who don't have
all day to read one.**



LOS ANGELES HERALD-EXAMINER

for newsmen writing on No-Fault Insurance

...a 210-page "encyclopedia" that provides an up-to-date report on no-fault legislation passed in the states to date, together with a summary of the principal provisions of those laws.

Prepared with the help of the legal and actuarial experts of the world's largest auto insurer, the manual also provides some historical perspective on the auto accident reparations system. In loose-leaf format, it will be updated periodically as events dictate.

Why offer such a manual?

Until now, the news media has not been able to turn to an "all-in-one-place" source of factual information and interpretation.

Much of the material provided the media up until this time has been colored by the viewpoints of those urging the passage of no-fault legislation or those opposing it.

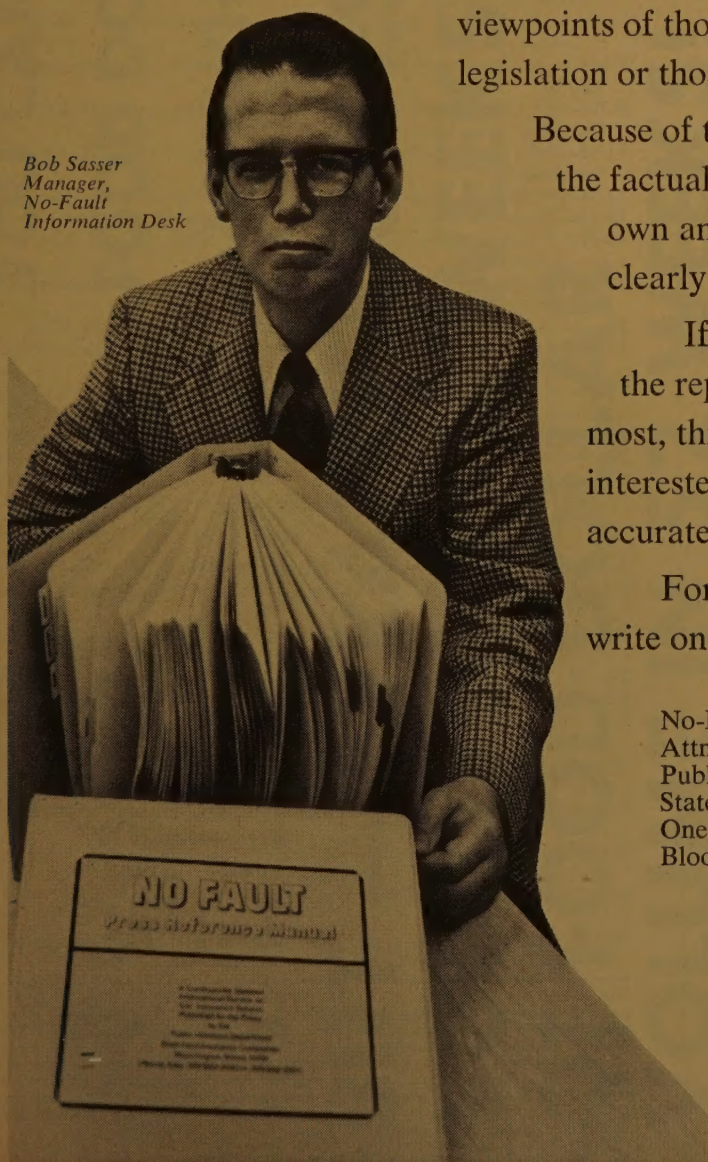
Because of that, we've taken particular pains to keep the factual data as free of bias as possible. Where our own analysis and comment are offered, they are clearly labeled as such.

If you, or your publication, are as involved in the reporting of the auto insurance reform story as most, this manual should be useful to you. We're as interested as you are in seeing that story reported accurately...and we hope this makes that job easier.

For your free copy (one to a paper, please), write on your letterhead to:

No-Fault Manual
Attn: Bob Sasser
Public Relations Department
State Farm Insurance Companies
One State Farm Plaza
Bloomington, Illinois 61701

*Bob Sasser
Manager,
No-Fault
Information Desk*



CATCH-lines

By Lenora Williamson

IT TOOK 36 YEARS TO GET A CERTAIN HEADLINE in a newspaper, but he finally made it, John H. O'Brien, associate editor of the *Detroit News*, told editorial page readers. He explained that a sleepless night had driven him to watch a James Cagney movie which also starred Donald Crisp. Seeing Crisp reminded O'Brien of the day he was "a singularly clumsy copyreader, editing some Hollywood flimsy" that announced Crisp would play the leading role in a movie of the life of Sir Francis Bacon. It follows that O'Brien's headline was: CRISP AS BACON. But, "... some wiser head prevailed and readers were denied such facetiousness." That headline stayed with O'Brien, and finally in 1973, there it ran—over his own editorial page column notes.

* * *

THOSE NAMES IN THE GAME—Phil Pepe in his *New York Daily News* story out of Fort Lauderdale reported that Mike Kekich, on his first day of the season got the slightest of murmurs from fans. Pepe noted that three reporters sitting behind the Yankee dugout heard a man and woman exchanging a whispered conversation. Woman: "I'm confused. Kekich was the one whose wife left him, right?" Man: "That's right. The other one, Peterson, went with Kekich's wife." Woman: "The first time I read that story, I was so confused, I didn't know who was with whom."

Jim MacDonald of the *Orlando (Fla.) Sentinel Star* comments he's been following baseball since the days when Yankees were more famous for their "Murderer's Row" than "Lover's Row." But, "... looking on the bright side, should this 'I'll-trade-you-my-wife-for-yours' trend continue, before long Americans again may be referring to baseball as our 'National Pastime.'"

* * *

THE YEAR IS ONLY A DOZEN WEEKS OLD, but already Catch-lines has gotten a nomination for "Heady Heads" citation of 1973 from Will Sumner of the *Madison (Wis.) Capital Times*. Will thinks that the *Wall Street Journal* head over the Richard J. Levine story about German Luftwaffe F-104 pilots being trained at Luke Air Force Base near Phoenix should be recognized as one of the better of the year: "The Luftwaffe, Rising/From Its Own Ashes/Lives Close to Phoenix."

* * *

NAN ABOUT TOWN is a column written for the *Blytheville (Ark.) Courier-News* by Nan Rauch, women's editor. And CROSS SECTION appears in the *Ruidoso (N.M.) News* with the by-line of Joan Cross.

* * *

WHEN A MYNA BIRD TALKS TO YOU ABOUT the weather, it's only polite to answer. But Bob Harrington of the *Bristol (Conn.) Press* is beginning to worry. The bird he met at a local cleaners won't quit. First time, the bird asked his name. When Bob turned around to answer, not realizing he was being addressed by a bird, the next comment came. "Looks like it's going to snow." Bob heard himself replying "Why, yes it does."

Next Saturday, back at the cleaners, Bob was hailed with, "Hello there—how are you?" Again, a conversation. Someday, Harrington told his "Pot-Pourri" readers, if that bird says, "Not a bad column last week—keep it up," the next stop will be a psychiatrist. For Bob, not the bird.

* * *

"HERE'S MY ONE-CENT BUSINESS CARD," the interviewee told Mary Ellis Carlton before the two got started on a story for the *Long Beach (Calif.) Independent*. "Got it through a mail-order house." The card read "David Ramsden, editor-in-chief, *The Long Beach Informer*." The editor, with a staff of five, has a circulation of 30 in Los Angeles and Long Beach. "You see, I don't want to get too big because I don't want to get messed around having to buy a business license." Ramsden has published his paper for four years. He's now an aging 14, and explains his editorial policy, "We look for human interest stories, not car accidents or things like that. We print things people are interested in reading about..."

EDITOR & PUBLISHER CALENDAR

MARCH

- 16-18—Advertising Executives Association of Ohio Daily Newspapers. Pic Ft. Hayes Hotel, Columbus.
- 18-20—New York State Society of Newspaper Editors, Binghamton.
- 18-30—API Classified Advertising Managers seminar, Columbia University.
- 22-23—New Jersey Press Association News-Editorial Institute. Howard Johnson Motor Hotel, Atlantic City.
- 22-24—INPA Promotion/Research Seminar, Ramada Inn, Phoenix.
- 23-24—Hoosier State Press Association, Atkinson Hotel, Indianapolis.
- 25-27—Central States Circulation Managers Association, Marriott Motor Hotel, Chicago.
- 26-28—ANPA Electronic Seminar, San Francisco.
- 29-31—Tennessee Press Association Advertising conference, Hyatt Regency Hotel, Knoxville.
- 29-31—Pennsylvania Newspaper Publishers Association-Interstate Advertising Managers Association, Sheraton Harrisburg Inn, Harrisburg, Pa.
- 31—Women in Communication, Region I meeting, Seattle-Tacoma Airport, Washington.
- 31—Alabama Women's Press Association, Annual meeting, Parliament House, Birmingham.
- 31—South Dakota APNA, Spring Meeting, Pierre, S.D.

APRIL

- 1-3—Spring Meeting of Inter-State Circulation Managers' Association, Hotel Hershey, Hershey, Pa.
- 3-4—ANPA Foundation Newspaper Technology Seminar for Journalists/Educators, John Marshall Hotel, Richmond, Virginia.
- 1-4—Information Industry Association, Penn Center Holiday Inn, Philadelphia.
- 1-5—Newspaper Purchasing Association Conference, Regency Hyatt House, Atlanta, Ga.
- 1-6—API Newspaper Personnel Management seminar, Columbia University.
- 4-6—Illinois Daily Newspaper Markets Ad Managers Workshop, Holiday Inn, Pekin, Illinois.
- 5-7—Florida Newspaper Advertising Executives Spring Conference, International Inn, Tampa.
- 7—New York State Associated Press Association wire editors' seminar, Downtowner Motel, Colonie, N.Y.
- 7-8—North Carolina Press Association Mechanical Conference, Hilton Inn, Raleigh.
- 8-20—API City Editors seminar (for newspapers under 75,000 circulation), Columbia University.
- 11-13—Suburban Newspapers of America Annual Meeting, Fairmont Hotel, San Francisco.
- 12-14—Panhandle Press Association Convention, Quality Inn, Amarillo.
- 13-14—Tennessee Press Association, Paris Landing Inn, Paris, Tenn.
- 16-19—Newsphoto Conference for Editors, Ohio Univ. School of Journalism, Athens, Ohio.
- 16-20—Knight Newspapers seminar, Interpersonal and organizational communications, Miami.
- 23—Associated Press, Waldorf-Astoria Hotel, New York City.
- 23-26—American Newspaper Publishers Association, Waldorf-Astoria, New York City.
- 23-27—Knight Newspaper seminar, Financial management for non-financial managers, Miami.
- 26-28—South and Gulf Coast Press Association Convention, San Antonio.
- 27-29—New Jersey Press Association Annual Advertising Conference, Tamiment Resort Hotel, Bushkill, Pa.
- 28-29—Region One conference, Sigma Delta Chi, Albany, N.Y.

MAY

- 1—Canadian Press, annual meeting, Toronto.
- 1-4—American Society Newspaper Editors (ASNE), The Shoreham Hotel, Washington.
- 3-4—Canadian Daily Newspapers Publishers Association, annual meeting, Toronto.
- 3-6—A. J. Liebling Counter-Convention, Mayflower Hotel, Wash., D.C.
- 5-6—New York State Mechanical Conference, The Beeches, Rome N.Y.
- 5-6—Allied Daily Newspapers Mechanical Section, Rodeway Inn, Tacoma, Wash.
- 6-8—Ohio Circulation Managers Association, Netherland Hilton, Cincinnati.
- 6-9—Society of American Business Writers, Annual meeting, Warwick Hotel, New York, N.Y.
- 8-11—Catholic Press Association and Associated Church Press, joint convention, Radisson South, Bloomington, Minn.
- 11—Illinois Editors Highway Traffic Safety Seminar, Holiday Inn, Decatur, Ill.
- 13-16—Institute of Newspaper Controllers & Finance Officers, Doral Country Club, Miami, Florida.

Vol. 106, No. 11, Mar. 17, 1972. Editor & Publisher, The Fourth Estate is published every Saturday by Editor & Publisher Co. Editorial and business offices at 850 Third Ave., New York, N. Y. 10022. Cable address "Edpub, New York." Second class postage paid at New York, N.Y., and additional mailing offices. Titles patented and Registered and contents copyrighted © 1973 by Editor & Publisher Co., Inc. All rights reserved. Annual subscription \$10.00 in United States and possessions, and in Canada. All other countries, \$25.00. Payment in sterling may be made to Editor & Publisher, "External Account," Chemical Bank, 10 Moorgate, London, E. C. 2, England. Postmaster: If undelivered, please send form 3579 to Editor & Publisher Co., 850 Third Ave., New York, N.Y. 10022.

EDITOR & PUBLISHER for March 17, 1972

**YOU CAN GET 52 WEEKS OF
FOOD DOLLARS ANY YEAR
— ANYWHERE IN AMERICA —**

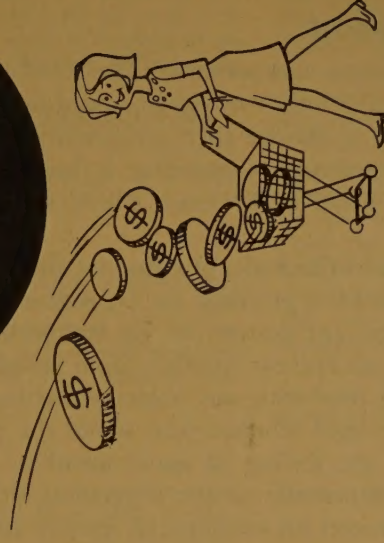


**BUT — SYRACUSE GIVES
YOU OVER 55 1/4 WEEKS
OF FOOD DOLLAR
VOLUME IN 52 WEEKS!**

**In the five counties in our Retail Trading Zone . . .
(Onondaga, Oswego, Madison, Cayuga and Cortland)
RETAIL FOOD SALES IN 1971 TOTALED \$336,676,000.00***

This amounts to \$20,175,434.00 above the national average!!! That's like a guarantee of a 6 1/4% bonus! . . . Want your share? Then promote in America's Best Test Market through the Syracuse Newspapers where your retail supermarket customers promote — 218,825 reader families with those 20 million extra dollars ready to move your products — no other media can even begin to offer this kind of exposure in Syracuse — the market with the vibrant vitality!

**SYRACUSE—
AMERICA'S
BEST TEST
MARKET**



*11 Sales Management's Annual Survey of Buying Power, July '72"

THE SYRACUSE NEWSPAPERS

• **Herald-Journal, Daily** • **Post-Standard, Daily** • **Herald-American—Post-Standard, Sunday**

CALL NEWHOUSE NEWSPAPERS 420 Lexington Ave., New York, New York, 10017

Editor & Publisher

© THE FOURTH ESTATE

Robert U. Brown
Publisher and Editor

James Wright Brown
Publisher, Chairman of the Board, 1912-1959



Charter Member, Audit
Bureau of Circulations
Member, American
Business Press Inc.



6 mo. average net paid Dec. 31, 1972—25,038
Renewal rate—75.24%

Head-on collision

While House and Senate subcommittees are holding hearings on proposed shield laws under which newsmen would be protected from subpoenas forcing them to divulge their confidential sources and information, the House Judiciary Committee is holding hearings on proposed new Federal Rules of Evidence which would do just the opposite.

The Evidence Rules and the Rules of Criminal and Civil Procedure provide that "No person has a privilege to: (a) Refuse to be a witness; or (b) Refuse to disclose any matter; or (c) Refuse to produce any object or writing; or (d) Prevent another from being a witness or disclosing any matter or producing any object or writing."

This thinking of the legal scholars who wrote the proposed rules comes head-on against the feeling of many members of the House and Senate who are sympathetic to the arguments that a newsman should be allowed to protect his confidential sources and information for the public good.

The rules cited above, if applied, will be more destructive to investigative reporting than the Attorney General's "guidelines" and the frequent subpoenas resulting from them.

The triennial cliff-hanger

Newspaper labor contracts in New York City expire March 30. The head of the local typographical union cancelled a bargaining session with the publishers March 13, on the excuse that two international union representatives were due in town the week of March 25. He said, therefore, there would be no further direct negotiations with the publishers until March 28. The international president said he was sending in the two representatives in accordance with union laws but said he thought local bargaining should continue. The local union president, Bertram Powers, said he is acting in accordance with union laws, as he reads them.

To such a low state has so-called "collective bargaining" fallen. It is like the grade-B serials of the old silent movies: Dirty Desmond has tied Bess to the railroad tracks. Will she be rescued before the train comes? Or, will she have to give him the old homestead?

The issues between unions and managements in New York have been clear for months. But, here we are in the same old last minute raw power play that has wreaked havoc and disaster on newspaper publishing in New York for many years.

Big business 'campaign'

Representatives of big business are organizing a campaign under the Committee for Constructive Consumerism to improve relations with the man in the street. It's a good idea, and about time. A spokesman for the group says "the image of American business is so low you can hardly see it." That is correct.

But it develops that part of the campaign depends upon expected voluntary contributions of advertising space from magazines and newspapers. If so, the advertising coverage will be a bust, in our opinion. It is astounding that big business can't think big enough to raise the amount of money needed to do the job and do it right.

The Oldest Publishers' and Advertisers'
Newspaper in America

With which have been merged: The Journalist established March 22, 1884; Newspaper established March, 1892; the Fourth Estate established March 1, 1894; Editor & Publisher, June 2, 1901; Advertising, January 22, 1925.

Managing Editor: Jerome H. Walker Jr.

Associate Editors: Margaret C. Fisk, Max Mehler, Jeffrey J. Mill, Lenora Williams

Midwest Editor: Gerald B. Healey.

Washington Correspondent: Luther A. Huston

Advertising Manager: Ferdinand C. Teubner.

Sales Representatives: Donald L. Parvin, Willard L. Pierce, Richard E. Schultz, Kenneth F. Schmitt, Earl W. Wilken.

Advertising Production Manager: Bernadett Borries.

Assistant to the Publisher and Promotion Manager: George Wilt.

Circulation Director: George S. McBride.

Classified Advertising Manager: Virginia Ann Stephenson.

Marketing and Research Manager: Albert Weis.

Librarian: Adelaide Santonastaso.

OFFICES

General: 850 Third Avenue, New York, N.Y. 10022. Phone: 212 752-7050. TELEX 12 510

Chicago: 111 East Wacker Drive, 60601. Phone: 312-565-0123. Gerald B. Healey, Editor, Willard L. Pierce, Richard E. Schultz, Advertising Representatives.

Los Angeles: 1830 West 8th Street, 90057. Phone: 213-382-6346. Scott, Marshall Sands Inc. Advertising Representatives.

San Francisco: 85 Post Street, 94104. Phone: 415-421-7950. Scott, Marshall & Sands Inc. Advertising Representatives.

Washington: 1295 National Press Building, Washington, D.C. 20004. Phone: 202-628-8365. Luther A. Huston, Correspondent.

London: 23 Ethelbert Road, Bitchington, Kent, England. Alan Delafons, Manager.

INDEX TO THIS ISSUE

Calendar	
Book review	2
Catch-lines	
Editorial Workshop	39
People	3
Photography	1
Stock prices	
Syndicates	3
Weekly editor	39
Shop Talk	5

EDITOR & PUBLISHER for March 17, 1972

letters

MORE ON MS.

There's a debate nowadays about the use of that curious development of recent culture, "Ms."

Coverage of the thing is both ubiquitous and loud. It's hard to imagine that discussion of a mere neologism could get so old so fast.

As a journalist-turned journalism prof, I find myself locked between traditional (but useful) standards and undergraduate fervor for that sexless world around the bend.

So where, I wonder, are we headed? Does social progress—if that is really the carrot before us—hang on the ability of American journalism to shun the valid information provided by Miss and Mrs. in deference to the prophets of Antisexism?

Frankly, I find the whole thing pretty tiring.

I can see more neologisms coming, too. For instance: The chairperson of our Division of Hupersonities has assigned Byron's poem, "Personfred," in its seminar, "Personkind's Poetic Progress in the Roper-sontic Period." It (that is, the chairperson) has also done work in the sepersontics of the Gerpersion language.

Couple other things, in passing—

Poe wrote a story called "MS Found in a Bottle." Now what kind of a scoundrel, I ask, would do a thing like that to an innocent woperson?

Finally, this: when you hear "Ms." do you hear flies buzzing? I do, and I just wanted to make sure I wasn't imagining it.

BRIAN R. ALM

(The writer is on the Western Michigan University journalism faculty, department of English.)

* * *

It is difficult for me to equate Mr. Opie's reference to men wearing wedding bands with the use of Ms in reference to women. We use Ms most of the time in the *Trinity Parish Newsletter* and it seems to work out very well.

I really don't think it makes much difference whether one knows the marital status of a woman anymore than it makes much difference if one knows the marital status of a man when one is writing a story, unless that has something to do with the article itself. If it does, then it can be so stated. One can hardly print a wedding band in a story and today there are lots of weddings, I'm sure, that are carried out without an exchange of wedding rings at all. Those symbols are very useful to the persons who give and receive them but they are not necessarily flags to fly, although some people consider them that.

Many married women wish to retain their maiden names for professional purposes. They often use Miss. It seems to me that there is a great deal of clarity using Ms. Also, it seems to me that that word when pronounced comes out very closely to the word which might be spelled for sound Mizz.

The use of the last name for men or women probably would save a lot of money in

type setting, but for many of us who have not had a great deal of experience with this, it sounds harsh. I've tried it in publications, I've used it as policy in publications and yet, I've never been happy with it. For me it is dehumanizing. But I think that that is a matter of personal taste and that if journalists would be consistent it might be the best way to go. We would all get used to it and when we are all used to it many of us could use the last name only without any qualms.

THE REV. WILLIAM B. GRAY

(The writer is director of the Office of Communication for the Parish of Trinity Church in New York City.)

* * *

Why can't we be reasonable about this Ms. business? Women's libbers (and that includes their male supporters) are forcing Ms. on a great many women who want no part of it, inasmuch as they convince, connive or coerce editors into arbitrary use of Ms.

The reasonable course would be for editors and writers to inquire as to the news subject's preference for Miss, Mrs., or Ms., and write accordingly; just as reasonable editors permit the use of nicknames in the place of legal names when the news subject so prefers.

Frankly, Ms. is an atrocity as presently used and I resent it. Where did we get the mistaken notion that women's lib invented it? They have only perverted it for their own purposes. It once had an entirely different, and highly useful purpose, which was for use when the marital status of a person (females, only—sorry about that) to whom one was writing was unknown. That use was once taught to secretaries (although I'm male, I once worked as a secretary) and was a handy device until women's lib came along.

Now, when I'm querying an editor of the female sex about a proposed freelance article (and I don't know her marital status or her attitude towards women's lib) I'm left without an out. Although etiquette books advise (or did until recently) that a person in doubt should address the subject as Mrs., with the assurance that a Miss won't be offended if you are mistaken (but somehow a Mrs. would be offended at being addressed as Miss), women's libbers won't like it. And I know many women who are offended at Ms., since it now has become tied to a sociological movement which they find objectionable.

If we are to go by the preponderance of numbers, women's libbers (not to be confused with those who believe in many of the same things women's lib advocates) are decidedly in the minority, even among women.

Let's have some reason on both sides. Perhaps the Opies and the libbers could reach some kind of agreement on terminology; but in the meantime, will someone please solve my dilemma? I just want a piece of neutral ground for refuge until the battle is over.

TERENCE L. DAY

(The writer is assistant agricultural research editor at Washington State University.)

SHOCKING VIEW

I found the suggestion that newspaper admen should have a say in editorial policy (reported in January 27 issue) highly shocking, to say the least.

At a time when public confidence in the press is at a dangerously low level, the last thing we need is for readers to suspect that stories about advertisers are being written for other than strictly news value reasons. Advertising influence and pressure on the press has plagued us for too long, and we are hopefully getting away from it.

Seeing as he's the chairman of a department store chain, I would suspect Mr. Strawbridge's objectivity about the news. I'm sure he'd be pleased with the fluff piece about the clerk with 30 years service, but he'd probably be the first to yell at a well-researched, objective piece about price-fixing. Advertisers, and rightly so, are interested in public relations, not news.

Let the admen make the money, and let us write the news. That's the way it's supposed to be.

TODD ENGBAHL

(The writer is the higher education writer for the *Oregonian* in Portland.)

* * *

CORRECTION

I'm sure an important error in your recent lead article on "Pillsbury Disproves Critics" has been called to your attention and it is the omission of the word "not" from the sentence, "Blatant use of food-industry-supplied information was not evident in the majority of the food sections used in this study."

Those of us who have been involved closely with food editors' conferences and some of the controversy on the content of food sections are anxious that publishers and editors are not misled by this inadvertent omission.

JAMES T. RITTER

(The writer is senior vicepresident of Cresmer, Woodward, O'Mara & Ormsbee Inc.)

Short Takes

Illerate High School Graduate Sues System for \$1 Million—*Philadelphia Inquirer*.

* * *

... 12 steers were sold in the afternoon following a barbecue lunch that included wild board, venison and beef.—*San Jose (Calif.) Mercury*.

* * *

For the second time in two days, a senior adviser has been killed.—*Somerville (N.J.) Courier-News*.

* * *

There is a good chance A... was sick from the day he was born, and maybe he was born.—*Chicago Daily News*.

* * *

Featured are . . . sculpture in glass, metals, and stone, pottery, and jewelry in various meals.—*Hinsdale (Ill.) Tribune*.

* * *

(E&P pays \$2 each for amusing typographical errors found in newspapers and reprinted here.)

**For the 54th straight year,
The New York Times in 1972
led all New York newspapers
in advertising...and led by
an unchallenged margin.**

**In fact, The Times carried more
advertising than both other New York
newspapers *combined*...increasing
its lead over the second newspaper
to 23,900,000 lines.**

**The Times is number one
in advertising in America's richest
market simply because it gets
better results for advertisers...
advertisers so diverse that The Times
is the leader in
all of the following advertising
classifications:**

General
Automotive
Financial
Classified
Legal
Transportation
Publishing
Manhattan Department Stores
Alcoholic Beverages
Amusements
Cameras, Photo Supplies & Services
Cigars
Hotels & Resorts
Household Furniture & Furnishings
Help Wanted
Industrial
Office Equipment & Stationery Supplies
Airlines
Bus Lines
Railroads
Steamships
Tours & Travel Services
Wearing Apparel
Gasoline & Oils
Auto Leasing & Rentals

New Passenger Cars
Banks & Trust Companies
Mutual Funds
Stock, Bond & Investment Houses
Jewelry, Watches & Silverware
Real Estate
Political
Public Utilities

**The
New York
Times**

Books
Magazines
Newspapers
Radio & TV Stations
Phonographs, Records, Tapes & Recorders
Sporting & Leisure Time Equipment
Farm & Garden
Boats & Equipment
Toiletries & Toilet Goods

First in advertising in
America's first market for 54 years.

Smith and Rentmeester win Photographer of Year honors

(See pages 12 and 13 for prize winning pictures)

By Lenora Williamson

From nearly 10,000 photographs submitted by newspaper and magazine photographers in the 30th annual "Pictures of the Year" competition and exhibition, 90 awards in 30 classes and three special prizes are being announced this weekend by Dean Roy M. Fisher, University of Missouri School of Journalism at Columbia.

Prizes worth \$10,000 are being shared by 36 of the winners in the event sponsored jointly by the National Press Photographers Association and the School of Journalism together with a special educational grant provided by Nikon, Inc.

The title of Newspaper Photographer of the Year goes to the youngest photographer ever to win the award, Kurt E. Smith, 19. Smith, who has already won this year's Ohio News Photographer of the year title, is a sophomore at Ohio State University, Columbus, and has worked for the *Lorain* (Ohio) *Journal* since his high school days. He was photography editor of the *Daily Lantern* at Ohio State for the Winter quarter.

Smith's newspaper career, which has been mainly confined to school vacations, began with sports writing for the *Journal*. He "came gradually" to photography after being handed a camera with exposures for "bright sunlight, cloudy days, and indoors" to take a Little League photo. Much of his award winning portfolio is from his past summer when he was vacationing in Illinois for the four staff photographers and covered all types of assignments. Tuesday of this week he was called by *National Geographic Magazine* for a summer assignment.

David Cupp of the *Denver Post* was named first runnerup for the title competition based on submission of a portfolio of photographs proving versatility and outstanding ability. Professor Clifton C. Edom of the Missouri School of Journalism, who has been administrator of the competition since its beginning, said the judges were impressed with the scope and all-round ability of young Smith.

The *Chicago Tribune* won the editing category for best use of photographs by a newspaper, and the *National Geographic Magazine* for best use of photographs by a magazine, an award it also won last year. The magazine's photographers made near cleansweep of awards in magazine categories.

For the third time in the last four years, Maurice Tillman of the *Courier-Journal* and *Louisville Times* received the newspaper Sunday Magazine picture editor's award.

Lois Jean Bennett of the *Wilmington* (Del.) *Morning News* repeated her

triumph of last year, again capturing the newspaper picture editor's award.

Robert S. Patton, National Geographic, was named magazine picture editor of the year, and a special commendation went to *Time Magazine*.

Magazine title winner

Magazine Photographer of the Year title was awarded to Co Rentmeester, formerly of *Life*, with Eddie Adams, an Associated Press photographer who moved to *Time Magazine* last year, being named first runner up in the magazine field.

The World Understanding Award, newly established this year, based on a portfolio judged only in this category, went to John Launois, Black Star Publishing Company, with Giorgio Lotti, *Epoca Magazine*, Milan, Italy, receiving an honor award in the same category.

Smith, Rentmeester, and Launois each will receive a trophy, a Nikon F-2 camera, and \$1,000, during the award ceremonies Wednesday, April 4, in connection with the 64th annual Journalism Week at the University of Missouri School of Journalism.

Judges who worked round the clock for three days on the university campus making the prize selections were: Arthur Deck, executive editor of the *Salt Lake City Tribune* and president-elect of the American Society of Newspaper Editors; Ronald Bailey, chief photographer, *Chicago Tribune*; Jack Corn, staff photographer, *Nashville Tennessean*; Bernard Boston, chief photographer, *Washington Star*, and Howard Chapnick, Black Star Publishing Company, New York City. The special World Understanding category was judged by photographer Alfred Eisenstaedt.

Traveling exhibit

Later in the year, NPPA and the University will offer a traveling exhibition of prize-winning photographs from the "Pictures of the Year" winners. The first public showing off the campus will be for the American Society of Newspaper Editors in Washington May 1-4.

Edom, who worked with the NPPA chairman, Gray Settle, *New York Times*, in heading up this year's contest, said that the feature categories again attracted the largest number of entries along with the portfolios submitted by photographers hoping to win the top title. Edom said he sees steady improvement over the years in the quality of the work and the professionalism shown.

(Continued on page 16)

15 winners of Meeman awards named

The Scripps-Howard Foundation announced this week the names of 15 newspapermen and women who have won a total of \$10,000 in the 1972 Edward J. Meeman Conservation Awards.

Harry V. Martin, of the *Napa* (Calif.) *Register*, won the \$2500 first prize for his efforts, extending over a period of six months, that resulted in publication of a 96-page special Vintage Edition, based on the theme of conservation. Martin was responsible for the edition, from outline form to finished product, practically on a word-for-word basis, his editor, Phil Neiswanger, said.

Gordon Bishop, of the *Star-Ledger*, Newark, N.J., won \$1500 for his articles in behalf of a less indecent metropolitan environment, covering numerous aspects and continuing throughout the year. Bishop was first prize winner in the 1971 Meeman Awards.

Harold Scarlett, of the *Houston* (Tex.) *Post*, was awarded \$1000 for the quality of his columns dealing with conservation, published regularly throughout 1972 and covering scores of matters in revealing detail.

Another \$1000 winner was Robert C. Frederiksen, of the *Providence* (R.I.) *Evening Bulletin*.

A prize of \$750 went to Fred Jones, of the *Pittsburgh Press*, for consistently effective reporting, leading the public and public officials to a better understanding and support of conservation.

Carson Brewer, of the *Knoxville* (Tenn.) *News-Sentinel*, and Betty Klaric, of the *Cleveland* (Ohio) *Press*, won \$500 each for their conservation reporting, and another \$500 went to John Ed Pearce, of the *Louisville Courier-Journal* and *Times Sunday Magazine*, for his study of the Tennessee Valley Authority at a time when it was under heavy attack by environmentalists.

There were seven winners of \$250 each, including two photographers, Chet Hawes, of the *Charleston* (W. Va.) *Daily Mail*, and Patrick T. Callahan, of the *Seymour* (Ind.) *Daily Tribune*; and two editorial writers, John T. Opel, of the *Palm Beach* (Fla.) *Post*, and Arnold Friedman, of the *Long Island Press*.

Other winners were Peter Tonge, of the *Christian Science Monitor*, for articles on how to turn trash into useful and even profitable purposes; and two reporters who dealt with abuse of rivers. They were Bruce Ingersoll, of the *Chicago Sun-Times*, and Bob Poole, of the *Winston-Salem* (N.C.) *Twin City Sentinel*.

Branzburg scores last blow for full immunity

By Luther A. Huston

A reporter who kept faith with his news sources and may still go to jail for it gave the Senate Judiciary Subcommittee on Constitutional Rights a graphic account this week of his troubles with Kentucky judges and prosecutors—troubles that helped precipitate a landmark Supreme Court decision and ignited the current drive for a Federal law to shield newsmen from compelled disclosure of confidential information and sources.

He is Paul M. Branzburg, who was the Branzburg in Caldwell-Branzburg-Pappas case in which the Supreme Court ruled that newsmen were not protected by the First Amendment from the requirement to respond to subpoenas by investigative bodies.

The committee, chaired by Sen. Sam Ervin, was adjourned on Wednesday, March 14. The House committee has scheduled another session for Tuesday, March 20.

Branzburg was a reporter on the *Louisville Courier-Journal* when he wrote about illegal drug use in Louisville. He was subpoenaed before the Jefferson County grand jury and refused to tell the jury who he had seen converting marijuana into Hashish. He took a similar position when subpoenaed by a grand jury to testify about a story he had written about illegal drug use in Frankfort, Ky.

He was held in contempt and sentenced to six months in jail in the Frankfort case.

Branzburg is now a reporter for the *Detroit Free Press* and Kentucky authorities have asked the Governor of Michigan to extradite him. "If the Governor of Michigan decides to extradite me," Branzburg told the subcommittee. "I will either appeal his decision or return to Kentucky and spend six months in jail."

Branzburg said that the Supreme Court's decision drives a wedge between confidential sources and reporters and that unless the congress and state legislatures quickly pass good reporter privilege statutes, "I fear for the future of investigative reporting in America."

He said, some of the newsmen's privilege bills pending in Congress would not safeguard a free press, but would further erode the ability of journalists to deal with confidential sources.

"I believe that the reporters' privilege must be absolute with respect to all information gathered by a journalist within the scope of his work as a newsmen," Branzburg testified.

During the hearings before both Senate and House committees, much testimony has dealt with the chilling effect of the Supreme Court's ruling upon the activities of reporters. Branzburg told the committee of a personal experience in which a story of his was withheld from publication, was not even written, because editors wished to avoid possible grand jury subpoenas.

More subpoenas feared

"Several months ago I won the opportunity to write a certain story that would perhaps have been unique in American journalism. I cannot tell you what it was about, because I don't want a grand jury subpoena for a story that was never published.

"I presented the idea to the editors of the *Detroit Free Press*. One of them said, it's a great story. But they said I could not do it. They had concluded that I would probably be subpoenaed to identify my sources and that I would eventually be cited for contempt of court. The story was great, they said, but not of such huge significance as to justify the years of legal battles engendered by a grand jury subpoena. In short, there is now a penumbra of stories that once would have been published, but no more. The loser, of course, is the public."

Another witness before the Ervin Subcommittee was Robert G. Dixon, Jr., Assistant Attorney General, Office of Legal Counsel. At hearings last year, Roger Cramton of the Department of Justice, stated that the department did not believe that a shield law was necessary and that the Attorney General's guidelines for the issuance of subpoenas to the news media afforded all the protection newsmen needed. Dixon reasserted that position.

The Department of Justice, as the chief law enforcement agency of the federal government, opposes the creation of a privilege for newsmen that would be absolute in character, Dixon said. "We do this not merely because it seems conceptually inconsistent with the privilege against compulsory self-incrimination but because we believe that an absolute privilege for newsmen in judicial or legislative proceedings would unduly subordinate the vital national interest in the fair and effective administration of justice."

Oppose pre-emption

Some pending bills provide for pre-emption of state shield laws by a federal statute. Dixon said the Justice Department was opposed to such a provision. It would be unwise, as a matter of policy, for Congress to hamstring the states in the operation of their own judicial, administrative and legislative proceedings, he said.

As a matter of constitutional law, federal legislation to create a newsmen's privilege applicable to state courts and proceedings would stretch the powers of congress under the constitution to, if not beyond, their limits, Dixon claimed.

Testifying before the Senate committee in behalf of Senate Bill 451 which he has introduced, Senator Mark Hatfield of Oregon, said his bill would protect newsmen from forced disclosure of their confidential informations, except when a newsmen is the defendant in a libel action.

(Continued on page 43)

Past Week's Range of Stock Prices

NEWSPAPERS

American Financial Corp. (OTC)	16 3/4	15 1/2
Booth Newspapers (OTC)	24 3/4	24 3/4
Capital Cities Bdcstg. (NYSE)	52 3/4	52 1/2
Com Corp. (OTC)	5 1/2	5 1/2
Cowles Comm (NYSE)	7 1/4	7 1/4
Dow Jones (OTC)	35	35 1/2
Downe Comm (OTC)	3 3/4	3 3/4
Gannett (NYSE)	42 1/2	44
Harte Hanks (NYSE)	25 1/2	26 1/2
Jefferson-Pilot (NYSE)	70 1/2	68 1/2
Knight (NYSE)	51 1/2	52 1/2
Lee Enterprises (AMEX)	20 1/2	20 1/2
Media General (AMEX)	41 3/4	43 1/4
Multimedia (OTC)	26 1/2	26 1/2
New York Times (AMEX)	137 1/2	137 1/2
Panax (OTC)	6 7/8	6 3/4
Post Corp. (WISC.) (OTC)	13 3/4	13 1/2
Quebecor (AMEX)	16 1/2	15 1/2
Ridder Publications (NYSE)	28 1/2	28 1/2
Southam Press (CE)	30 1/2	31 1/2
Speidel (OTC)	145 1/2	15
Thomson Newspapers (CE)	15 1/2	14 1/2
Time Inc. (NYSE)	44 1/4	41 1/4
Times Mirror (NYSE)	21	22 1/2
Toronto Star (CE)	24 1/2	24 1/2
Washington Post (AMEX)	27	28 3/4

SUPPLIERS

Abitibi (CE)	11 1/2	11 1/2
Addressograph Multi. (NYSE)	24	24
Alden Electronics (OTC)	7 1/8	4 3/4
Altair (OTC)	4 1/2	4 1/2
Ball Corp. (OTC)	17	16 1/2
B. C. Forest (CE)	34 3/4	34
Berkey Photo (NYSE)	14 1/2	14 1/2
Boise Cascade (NYSE)	9 1/2	9 1/2
Compugraphic (AMEX)	24 1/4	24 1/4
Compuser (OTC)	8 1/4	7 1/2
Crown Zellerbach (NYSE)	25 1/2	24 1/2
Cutler-Hammer (NYSE)	37 1/2	37 1/2
Dayco (NYSE)	17 1/2	17 1/2
Digital Equipment (NYSE)	87 1/2	86 1/2
Domtar (AMEX)	20 1/4	20 1/4
Dow Chemical (NYSE)	104 1/2	103 1/2
Dymo (NYSE)	21	21 1/2
ECRM (OTC)	9 1/2	10 1/2
Eastman Kodak (NYSE)	145 3/4	145 3/4
Ehrenreich Photo (AMEX)	12 1/2	12 1/2
Eltra (NYSE)	30 1/4	31
General Electric (NYSE)	67 3/4	67 3/4
Georgia Pacific (NYSE)	33	33 1/2
Grace, W. R. (NYSE)	25 1/2	25
Great Lakes Paper (CE)	22 3/4	22 3/4
Great No. Nekoosa (NYSE)	47 3/4	48
Harris Intertype (NYSE)	40	39 1/2
Inmont (NYSE)	8 3/4	9
International Paper (NYSE)	37 1/2	36 1/2
Itek Corp. (NYSE)	41	40 3/4
Kimberly Clark (NYSE)	40	40
LogEtronics (OTC)	5	5
MacMillan, Bloedel (CE)	29 3/4	31 1/4
Millgo Electronics (AMEX)	21 1/2	21
Millmaster Onyx (AMEX)	11 3/4	11 3/4
Minnesota Min. & Mfg. (NYSE)	84	85 3/4
Photon (OTC)	4 1/4	4 1/4
Richardson (NYSE)	14 3/4	14 3/4
Rockwell Intl. (NYSE)	28 3/4	28 3/4
Singer (NYSE)	62	56 1/2
Southland Paper (OTC)	15 1/2	15 1/2
Southwest Forest Ind. (NYSE)	10 1/2	10 1/2
Sun Chemical (NYSE)	21 3/4	21 3/4
Wheelabrator-Frye (NYSE)	17 1/2	17 1/2
White Consolidated (NYSE)	17 1/2	16 1/2
Wood Industries (AMEX)	17 1/2	18

ADVERTISING AGENCIES

Doremus (OTC)	8 1/4	8
Doyle, Dane, Bernbach (OTC)	16 3/4	16 3/4
Footo, Cone, Belding (NYSE)	9 3/4	9 3/4
Frank, Clinton E. (OTC)	8 3/4	9 1/2
Gray Advertising (OTC)	13	13 1/2
Interpublic Group (NYSE)	19 1/2	21 1/2
Needham, Harper & Steers (OTC)	20 1/2	21 1/2
Ogilvy, Mather (OTC)	26 1/4	26 3/4
PKL Co. (OTC)	17 1/2	23 1/2
J. W. Thompson (NYSE)	17	16 1/2
Tracy-Locke (OTC)	5 1/2	5 1/2
Wells Rich Greene (NYSE)	16 1/2	15 3/4

42-year-old shopper folds in Dayton

The *Dayton Shopping News*, a weekly paper published by the Dayton Retail Merchants Association, ceased publication in February. The 42-year-old paper was distributed free to 90,000 households. Harry Imboden, executive secretary of the association, said the paper had not been profitable in the past five years. He said the need for the paper diminished as a result of saturation newspaper coverage by the daily papers and competition from broadcast and direct mail.

Congressmen push passage of shield laws

Four members of Congress who have introduced newsmen's privilege bills explained and advocated passage of their measures before the House Judiciary Subcommittee, chaired by Rep. Robert W. Kastenmeier of Wisconsin. The bills provide for absolute protection but two of the lawmakers would accept limited qualified legislation if an absolute shield law could not be passed.

Congressman Lloyd Meeds of Washington state, told the subcommittee that while he had been a prosecuting attorney for a number of years before being elected to Congress, he had never subpoenaed a newsmen. Meeds said he always thought—until the Supreme Court ruling in the *Caldwell* case—that he was prevented from doing so by the First Amendment. Meeds' bill is for absolute privilege.

Meeds said he earnestly hoped that unqualified legislation would be passed, but he might accept some qualifications rather than have no bill at all.

Congressman Ogden Reid of New York, formerly editor and publisher of the New York Herald Tribune, is author of a bill providing "broad and absolute protection for newsmen."

Arguing against enactment of a qualified privilege, Reid said that experience shows that "the courts will find real imagined loopholes in it wide enough for aggressive government prosecutors and investigators to drive trucks through."

Last November Reid testified before the Kastenmeier committee in favor of qualified privilege. "Today, I hold that this privilege must be absolute and unqualified," he said. Qualified statutes, he asserted, "provide only illusory protection."

Congressman Glenn M. Anderson of California said that "the founding fathers knew what they were doing when they wrote the First Amendment to include protection of the press. They had learned through bitter experience that no government official can be entrusted with censorship of the news media. Any power to censor the media destroys all the freedoms of speech to which they are entitled. Those who are only partially safeguarded are not safeguarded at all."

Anderson's bill would provide absolute protection and he said he would rather have no bill than a qualified one.

Rep. Lawrence Coughlin of Pennsylvania introduced H.R.3369, along with thirteen colleagues. His is a companion bill to the one offered in the Senate by Senator Weicker of Connecticut.

Coughlin thought that Congress should "find a happy medium" between absolute and qualified privilege but said that "if we enact a law that is too generalized we may only be perpetuating current abuses." His bill, he said, would guarantee "absolute testimonial protection every-

ABC agrees to accept SMSA and outside data

Standardized newspaper readership and audience demographic data will be introduced by the Audit Bureau of Circulations May 1.

Approval of the new service designed to make these research data available for all participating member daily newspapers was reached Thursday (March 8) by the ABC board with support of the Bureau of Advertising, ANPA.

The new service provides for the necessary standardization of interview questioning to establish what the ABC called "yesterday" readership, and uniform classification of respondents.

The plan accepts government defined Standard Metropolitan Statistical Areas as the most widely used market-area definition, but recognizes that individual newspapers may also wish to present audience data based on larger coverage areas, such as television's Area of Dominant Influence, or smaller areas within which circulation is concentrated.

In addition, the ABC data bank will include acceptable studies conducted by independent research firms. This feature will make it possible to gain the full cooperation of newspapers in competitive markets, where the greater volume of newspaper research has always been done.

It will also give data bank access to the many newspaper studies which include the basic demographic descriptions of readers, but also include questions on other subjects.

Dr. Leo Bogart, general manager of the Bureau, who participated in the deliber-

where except in court" and even then "certain explicit criteria must be met before a newsmen can be forced to disclose his sources." There are unusual cases of an urgent and compelling nature, "which warrant the revelation of a confidential source or confidential information in order to uphold the public interest," he said.

Congressman Meeds said a federal shield law should preempt state laws. Rep. Reid would like to see a federal statute which would serve as a guide for states. If that were done, he said, a specific pre-emption provision would not be necessary.

In other testimony before the Kastenmeier committee, Mrs. Frances Murphy of the Afro-American Press said she saw little hope of getting an absolute bill through congress and accordingly it would be better for black journalism to depend on the First Amendment.

Steven Fischer, Chief Staff Consultant to the National Student Lobby, said that shield legislation should be absolute and should apply to the state level. He said that newsmen on the campuses did not feel that the Attorney General's guidelines afforded adequate protection. Fischer said his testimony had been endorsed by the College Press Service, the news agency serving student newspapers at 350 American colleges and universities.

ations, said the ABC plan in its present form is now "one which deserves widespread participation by all newspapers."

The ABC said no plan which is so ambitious in scope can be expected to come to fruition overnight. Technical procedures need to be developed relative to the Audit Bureau's computer system, the procedure for adjudicating differences between competing newspapers, and the method of assessing service use costs.

The ABC board feels that the clear cut agreement regarding the direction that newspaper audience research must take should generate substantial new activity.

Test studies of the readership and audience demographic survey procedures have been conducted in consultation with ARF's technical committee in Denver Colo.; Rochester, N.Y.; and Marion, Ind. Beside the BOFA support, the service has the endorsement of the American Association of Advertising Agencies and the Association of National Advertisers.

Press council formed by papers in Quebec

A 19-member press council has been created by newspapers and broadcast stations in Quebec.

The Quebec Press Council will begin functioning June 1, it was announced March 13. Jean-Marie Martin, the former dean of social sciences at Laval University, is to be the chairman of the council, which will hear complaints on the handling of news by daily and weekly newspapers and radio and tv stations.

The council consists of six members chosen by management, six elected by the Federation Professionnelle des Journalistes du Quebec, and six chosen by those twelve from the public at large.

Initially, the council will be financed by the media. However, the plan is to eventually set up a foundation. The first year budget will be \$85,000.

It has not been decided whether hearings into complaints will be public or private.

UPI reporter robbed

Helen Thomas, United Press International reporter and her husband, Douglas Cornell, were robbed at gunpoint Friday (March 10) night shortly after Miss Thomas finished writing a report on the President's message on crime control.

Miss Thomas said she and her husband were walking in the 1900 block of Biltmore Street NW at 9:50 p.m. when a man in front of them wheeled around, displayed a gun and demanded her purse.

The man took the purse, containing \$25 in cash, press credentials, credit cards, a passport and other property, and a \$20 bill from Cornell and fled.

A visit with I.O.S. of The New York Times

By Kenneth Koyen

Iphigene Ochs Sulzberger, who was 80 last September 19, is a small, trim, gray-haired woman with slender ankles. Her name is not on the *New York Times*' masthead and it is seldom found in the paper's news columns. But "I.O.S.," as she signs her memos, has editorial influence, long felt through the men who run the Times.

Iphigene Ochs was going on four when her father came up from Chattanooga to New York City in 1896 to buy a small failing daily. Adolph Ochs quickly built the Times into an immensely prosperous and influential paper.

After 77 years of the newspaper's publication under the direction of the Ochs family, Mrs. Sulzberger is the only surviving trustee of the three named by her father to take custody of The Times. She is a director of the New York Times Company, and she and the other two trustees control about two-thirds of the voting stock.

Acknowledged as the most influential director, she sits on the company's 10-member board with her son, who is the Times' publisher, two of her three daughters, and a former son-in-law, Richard N. Cohen.

One of the daughters on the board is Marian Heiskell, wife of Andrew Heiskell, chairman of Time, Inc. The other is Ruth Holmberg, publisher of the *Chattanooga Times*, the paper her grandfather purchased in 1879 with a down payment of \$250 to found the Ochs' publishing dynasty.

Primary interest is the Times

Mrs. Sulzberger is not listed in "Who's Who" or included in any of the various compilations of more visible women in business. Her primary interest is her family and the Times, and the two are indivisible. Since 1896, the four publishers of the Times have been her father, her husband, her son-in-law and, now, her son, "Punch," Arthur Ochs Sulzberger.

At her Fifth Avenue apartment overlooking New York's Central Park and its reservoir, Mrs. Sulzberger recently talked of the Times, past and present. She smiled readily as she first gave the provenance of favorite pieces in the sunlit corner apartment, decorated with antique Chippendale furniture, oil paintings and personally inscribed photographs of presidents and monarchs in flat silver frames.

"This silver bowl is Russian, one of the things we got on our two trips to that country. And that painting of the Italian scene is by Winston Churchill—a gift to my husband." With Mrs. Sulzberger, as she pointed out the objects, was GiGi, a spritely tan and white Papillon spaniel. The dog was the pet of her husband, Ar-



Iphigene Ochs Sulzberger

thur Hays Sulzberger, who died in 1968. He was publisher of the Times for 26 years until he fell ill, and the job was handed on to a son-in-law, Orvil E. Dryfoos, who had been on Wall Street, and joined the Times after he wed Marian, the Sulzberger's eldest daughter, in 1941. He died in 1963.

A look into the past

Mrs. Sulzberger's memories of the early days of the Times were distinct. "I do remember Chattanooga and our family's move up to New York. First we lived in a hotel and then we moved into a boarding house on West 72nd Street run by a Mr. and Mrs. Reid who had six children, the youngest near my age, because my parents thought I should have playmates.

"My father did not especially urge me to take an interest in the Times, but I was interested in anything he did. He used to take me around with him a good deal, since I was an only child, and he often took me to visit at the Times, where he liked to take me to the composing room. As a former printer, he had a particular interest there, where a couple of old friends

worked. They had come with him from Chattanooga."

Mrs. Sulzberger's course from girlhood into marriage was not made easy by her father. "He was possessive about me, but merely I think, because he had an only child who happened to be a daughter, and he didn't like the idea of losing me to another man. He never interfered with my having dates and going to parties. In fact, I think he liked my being popular, but he cast a jaundiced eye at anyone who looked seriously at me.

"He really liked Arthur very much until I fell in love with him, but years later my father said that if I had picked a husband with only father's interests in view, I could not have done a better job.

"Although father never said so specifically, I believe that he intended that my husband become publisher of the Times. Under the terms of my father's will, my husband and I were made trustees. The third trustee was Julius Ochs Adler, a cousin of mine. I don't believe he had any thought that he would become publisher."

(Continued on page 40)

Kenneth Koyen is a former reporter for the *New York Herald Tribune* who is now engaged in public relations work and freelance writing in New York.

New Federal Court rules to require full disclosure

Proposed Federal Rules of Evidence now before Congress may contribute further to the newsgatherer's dilemma of protecting his news sources or being in contempt of court. Hearings are now underway in the House Judiciary Committee to investigate the constitutionality of the rules.

The new rules of evidence, drawn up over the last five years by a blue-ribbon committee of legal scholars, may require newsmen to provide courts the names of sources who provided some information used as a basis for news stories.

Newsmen claim the "right" of privileged communication under the First Amendment. Current litigation in federal courts may set precedents which could influence the proposed rules.

Coming under the rubric of evidence, the proposed rules have cut down the number of privileges commonly appearing in which they discuss the newly proposed scope of the application of other privileges, except as provided by the Constitution of the United States or created by act of Congress," say two University of Iowa law professors, Mason Ladd and Ronald L. Carlson.

Discussed in book

Ladd and Carlson have written a book titled "Cases and Materials on Evidence" in which they discuss the newly proposed federal rules. Ladd, dean emeritus of the University of Iowa College of Law, currently teaches a course in evidence at Florida State University during the winter quarter. Carlson was recently elected chairman of American Evidence Professors.

In respect to the newsmen's privilege, the Evidence Rules and the Rules of Criminal and Civil Procedure provide generally that, "No person has a privilege to: (a) Refuse to be a witness; or (b) Refuse to disclose any matter; or (c) Refuse to produce any object or writing; or (d) Prevent another from being a witness or disclosing any matter of producing any object or writing."

Exceptions normally in immunity cases governed by state statutes. Other exceptions include some lawyer-client, psychotherapist-patient, husband-wife and clergyman-parishioner situations.

"The major concern (exemplified in the new rules) appears to be to provide for the admissibility of all of the relevant evidence possible so that the federal courts can try cases with full knowledge of the facts and thus be able to reach fair, honest and just determinations," Prof. Ladd, a member of the committee which prepared the new rules, says.

The committee drafting the rules was concerned with fact-finding based upon half-truth when the whole truth could be known, Ladd says.

"The recognition of a privilege to withhold from a trial evidence having a real probative value should occur only when the need of the privilege and the purpose served by it are so great that the truth may be sacrificed with the consequent im-

pairment of the administration of justice," Ladd explains.

Ladd and Carlson point out that some persons who seek "privilege" do not understand its meaning. "There is nothing in the law regarding privilege that prevents persons from keeping confidential the communications of those with whom they communicate in the ordinary conduct of their affairs," they say.

"The absence of privilege operates in requiring disclosure only when problems have reached the stage of litigation in court or before administrative tribunals or when called to testify in governmental hearings."

The newsgatherer's argument against being required to reveal his sources seems to be that if the courts force him to do so, no "sources" will divulge information to reporters in the future.

Newsmen cite the First Amendment, "Congress shall make no law . . . abridging the freedom of speech, or of the press . . ." and argue that disclosure of their sources will impede a free flow of news.

Apparently the basing of a claim for privileged communication on the First Amendment guarantee of Freedom of the Press is "of recent vintage," according to research revealed in the Ladd and Carlson text.

"It appears that not until 1958 did any reporter attempt to base his purported privilege on the First Amendment guarantee of Freedom of the Press," the legal team says.

Four cases cited

Four cases seem to indicate the legal criteria for deciding whether a reporter will be asked to reveal his sources or cited for contempt of court. Those cases are *Garland vs. Torre*, 1958; *In re Goodfader*, 1961; *In re Taylor*, 1963; and, in 1968, *Oregon vs. Buchanan*.

In the *Garland* case, a gossip columnist printed defamatory remarks about the late entertainer Judy Garland. Miss Garland sued the Columbia Broadcasting System and the court subpoenaed the columnist who refused to reveal the source's name.

The court accepted the proposition that compelled disclosure might cause some diminution of the availability of news and abridge to some extent the freedom of the press.

"But the court noted that the duty of witnesses with relevant information to come forward and testify was a duty rooted just as deeply in our history as was the free press concept," Ladd says.

"The *Garland* decision is remarkable because its clear implication was that had the information being withheld not gone 'to the heart of the plaintiff's case,' it might indeed have been privileged."

A subsequent case, *In re Goodfader*, involved a reporter quoting "a reliable source" and refusing to reveal that source. A person had been fired and was suing for reinstatement of employment. Goodfader's story indicated the dismissal

House postpones rules

The House of Representatives voted 399 to 1 on March 14 to postpone indefinitely the Supreme Court's new rules of evidence for the Federal Court system. If the Senate does not take similar action, the rules will go into effect automatically on either May 6 or July 1.

The Congressional move to delay the rules received support from the Reporter's Committee for Freedom of the Press.

was wrongfully based on improper motives.

Again the court held that the "system of justice to obtain relevant evidence was of greater importance."

In 1963 the Pennsylvania Supreme Court ordered the *Philadelphia Bulletin* to produce documents used as a basis of stories about the proceedings of a grand jury investigation. This ruling came although Pennsylvania has a statute prohibiting disclosure of a newspaper's source of information.

An Oregon student newspaper editor refused to reveal the names of students she saw smoking marijuana, asserting the first amendment as the source of her privilege. The Oregon Supreme Court held that her argument—that being a member of the press entitled her to a privilege—was not valid.

"The idea that it was the public who would benefit from the finding of a privilege was apparently not presented to the court in this case," Ladd explains. "And the conclusion the court reached was that if only 'newsgatherers' were granted the privilege, this would constitute a denial of equal protection to other members of the public who were not newsgatherers."

Ladd and Carlson say the most definitive statement to date on the theory of a newsmen's first amendment privilege of non-disclosure is a ruling offered by a California court in 1970. A *New York Times* reporter (Earl Caldwell) was ordered by a district court to "appear and give testimony relative to interviews with officers and spokesmen of the Black Panther Party . . ."

In that case the court ruled "that the giving of testimony and the attendance upon court or grand jury in order to testify are public duties which every person within the jurisdiction of the government is bound to perform upon being properly summoned . . ."

The reporter was ordered to attend a grand jury inquiry, but a court order was issued to protect him from disclosing his sources. He appealed this decision, arguing that his presence in a grand jury session would destroy his credibility with news sources. The court agreed but ruled that the reporter would have to testify if "an alternative source" was not found.

"We conclude that a weighing of competing values is involved here," Ladd and Carlson say. "The court must consider on the one hand the interest of free flow of information, and on the other, the interest of fair and effective administration of the judicial system."

Such a dilemma may be settled or, at least, additional rulings may soon be rendered with cases now being tried before U.S. courts.



"NIXON VISITS OHIO"—Photos from the first place award in the Campaign '72 Picture story category by Kurt E. Smith, 19, Lorain (Ohio) Journal. Smith also won the "Photographer of the Year" title for his portfolio.

Pictures of the Year Awards

A gallery of first place winners in the 30th annual photo competition and exhibition sponsored by the National Press Photographers Association and the School of Journalism, University of Missouri with a special educational grant provided by Nikon, Inc.



"FIRST DAY"—First in features by Bob Brown, Richmond (Va.) Newspapers. Brown also won first prize in home and family interest pictures.



"CEASE FIRE"—First award in general news by Mike Zerby, Minneapolis Tribune.

"TWO OF A KIND"—First award in Campaign '72 Picture category by Ron Lindsey, Cocoa (Fla.) Today.



"THE FINISH"—First in sports by Jerry Gay, Everett (Wash.) Herald.

"COUPLE"—First award (lower right) in portrait/personality won by William Kesler, Topeka Capital-Journal.

"TERROR OF WAR"—First place, spot news, (below) by Huynh Cong (Nick) Ut, Associated Press, Saigon. This photo also won in the recent World Press Photo Contest, Amsterdam, as best of the year.



Growth of new production processes are detailed

By George Wilt

More than 700 newspaper production executives and representatives of equipment manufacturers assembled for the 1973 Mid-Atlantic Newspaper Mechanical Conference in Washington, D.C., where the meeting's theme was "Modernization and Newspapers."

Sessions included formal presentations on in-plant safety programs, the state of the printing plate, supervisory training and re-training for new processes, and the use of the new tools, plus 20 simultaneous buzz-table clinics.

In a keynote state-of-the-industry address, Peter P. Romano, director, production department, ANPA Research Institute, outlined the opportunity that exists for creation of more and better newspapers at lower costs, by continuing to develop and effectively utilize production improvements.

"This calls for a common sense and statesmanlike attitude on the part of management, labor and ownership, working cooperatively and constructively for the good of the business," Romano said.

He pointed out that in spite of the introduction of new, labor-saving devices newspaper employment is at an all-time high, showing a 49 percent increase since 1946.

Offset growth predicted

"The surge and impact of the offset process represents one of the most significant changes in the traditional method of printing a newspaper," Romano said. He pointed to ANPA/RI figures showing that 868 daily newspapers, or 49.6 percent of the 1,749 U.S. newspapers in 1972, were printed by offset, although they represent only 19 percent of total circulation.

He added that research institute projections indicated that approximately 87 percent of all dailies will be printed by offset by 1978.

He added that new offset presses capable of press speeds of over 60,000 copies per hour will make offset printing more practical for larger circulation newspapers.

On the subject of photocomposition, Romano stated that more photocomposition machines have been developed in the past two years than in the previous ten years, with ANPA newspapers using 1,900 photo-typesetters. He added, however, that ANPA/RI projects that in the next ten years, photo-comp will be replaced by cathode ray tube composition systems, designed and priced so that even the smallest newspapers can avail themselves of these ultra-high-speed composition systems.

He added that more than 40 ANPA newspapers have installed CRT typesetting machines, with a conservative forecast of 100 newspaper-users by the end of the year.

Romano pointed out that the introduction and use of Video Display and Edit-

ing Terminals in newspapers may have more impact on the way we handle input and output information than any single invention since the advent of the digital computer, fundamentally changing all aspects of the environment, and enabling editors, reporters, ad-takers and accountants to attain flexibility heretofore only imagined.

Within three-and-a-half years after the introduction of VDT, 96 ANPA newspapers are using 478 Video Display Terminals, ranging in circulation from the *Los Angeles Times* down to the *Taylorville (Ill.) Breeze-Courier*, with less than 10,000 circulation.

Romano also pointed out that the major wire services, AP and UPI, are both employing extensive applications of VDT's as internal editing devices which are interfaced with mass memory computers.

He told how video display terminals are being used for test editing, verifying input ad checking ads, copyreading, ad setting and information retrieval.

Optical character recognition

"A more recent arrival on the newspaper scene is the OCR (Optical Character Recognition) system," he said. "A common problem in the computer input is that of transcribing documentary information that can be rapidly accepted by the computer. One highly feasible method

is OCR, which was—until several years ago—highly sophisticated and highly priced."

Romano told the group how ANPA/RI had discovered the ECRM Company of Cambridge, Mass., and arranged field tests of their system at the *Worcester (Mass.) Telegram and Gazette*. He told how the Worcester newspapers have two machines which are being used for all solid-set classified, virtually all news and editorial matter, with extremely high efficiency. He stated that they have extended usage to formattable display advertising, such as automotive and grocery ads.

"As in the use of Video Display Terminals," he said, "an important advantage of OCR systems is that copyreading and correction functions are performed before the type is actually produced. OCR systems scan typewritten copy at speeds of up to 1,200 words per minute, and can produce as output, unjustified paper tape, magnetic tape, video terminal display, or can be hard-wired directly to a computer."

He said that less than three years ago there were no practical OCR systems available to newspapers, but added that we now have five systems available—(1.) ECRM Autoreader; (2.) the CompuScan; (3.) MGD Metro-Reader; (4.) Graphics Systems' Cognitronic; and (5.) Datatype Bar Code Reader. The systems range in price from \$16,000 to \$100,000.

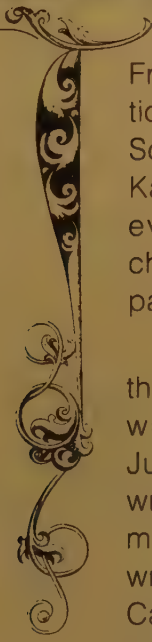
"More than 60 newspapers, ranging in size from 8,000 daily, to over 900,000 daily, are using a total of over 100 optical character recognition systems. 20 newspapers are or will soon combine OCR's and VDT's and a computer in their

(Continued on page 42)



MID-ATLANTIC MECHANICAL—Checking program notes at the Mid-Atlantic Mechanical Conference in Washington last week are (standing) Peter Romano, Director, ANPA/RI production department; Charles M. Wilson, Scranton (Pa.) Times, conference chairman; (seated) George Paustenbach, Valley News Dispatch, Tarentum, Pa.; Al Otto, safety director, Washington Post, and Charles J. Weigand, Rochester Institute of Technology, Rochester, N.Y.

To the Detroit Free Press: the 1973 Citation for Editorial Excellence from the William Allen White Foundation



From more than 100 entries, the Detroit Free Press has been selected by Foundation trustees of the William Allen White School of Journalism at the University of Kansas to receive the first such citation ever awarded. The newspaper was chosen for the excellence of its editorial pages over the entire 1972 calendar year.

Three editorials were singled out by the judges, who are themselves editorial writers. They included, "Attacks on Judge Roth Show Contempt for Law" written by Mark Ethridge, Jr.; "Commitment to Equality: Real Answer to Busing" written by Joseph Stroud; and "Citizens Can Put An End to Shame of the Jail" written by John S. Knight III.

The Free Press strives always to provide its readers with a thought-provoking and timely editorial page, and is proud to receive this recognition for its editorial excellence.

Pictures of year

(Continued from page 7)

Photographers who won places in the 30 categories follow:

SPOT NEWS: First, Huynh Cong (Nick) Ut, Associated Press, "Terror of War"; second, Ron Frehm, Associated Press, "Human Shield"; third, Alan Aaronson, *New York News*, "To Save a Life"; honorable mentions, John Collier, *Detroit Free Press*, "Policeman and Glass"; Bill Serne, *Tampa Tribune*, "Peace".

GENERAL NEWS: First, Mike Zerby, *Minneapolis Tribune*, "Cease Fire"; second, Wayne Nicholls, *San Luis Obispo* (Calif.) *Telegram-Tribune*, "Lunch Break"; third, Coco Caruso, UPI, "Nightmare Over"; honorable mentions, R. M. Titley, *Philadelphia Inquirer*, "Protestor"; David Cupp, *Denver Post*, "War Orphan".

NEWS PICTURES STORY: First, Perry C. Riddle, *Chicago Daily News*, "I Thought You Were Dead"; second, John Metzger, *Rochester* (N.Y.) *Democrat & Chronicle*, "Legacy of Attica"; third, Charles McGowen, *Wilmington* (Del.) *News Journal*, "Police Funeral"; honorable mentions, Charlie Nye, *Ohio University Post*, Athens, "A Helping Hand"; John Metzger, *Rochester* (N.Y.) *Democrat & Chronicle*, "Aftermath".

FEATURE PICTURES: First, Bob Brown, Richmond (Va.) *Newspapers, Inc.*, "First Day"; second, John C. Hillery, *Decatur Herald & Review*, "Saved by a Leg"; third, Max Winter, *Dubuque* (Iowa) *Telegraph-Herald*, "A Biker's Bride"; honorable mentions, John Daughtry, *Charlotte* (N.C.) *Observer*, "All Cool, Nothing Extra"; Barton Silverman, *New York Times*, "Going Up the Hard Way"; R. Greenawalt, *Milwaukee Journal*, "Whose That Knocking at My Door?".

PICTORIAL: First, Akira Suwa, *St. Petersburg* (Fla.) *Times*, "A Time for Us"; second, Richard Olsenius, *Minneapolis Tribune*, "Summer and Twilight"; third, Fred Comegys, *Wilmington* (Del.) *News-Journal*, "Graceful Retreat"; honorable mentions, Bryan Moss, *Louisville Courier-Journal & Times*, "Watering Place"; Bob Jones, Jr., Richmond (Va.) *Newspapers, Inc.*, "On the Line".

PORTRAIT-PERSONALITY: First William Kesler, *Topeka Capital-Journal*, "Couple"; second, John Collier, *Detroit Free Press*, "Cyma Rubin"; third, James Rutledge, *Dayton Journal-Herald*, "Gloria Swanson".

SPORTS: First, Jerry Gay, *Everett* (Wash.) *Herald*, "The Finish"; second, Don Sturkey, *Charlotte* (N.C.) *Observer*, "Football Action"; third, Jerry Gay, *Everett Herald*, "It's Where It's At?".

SPORTS PICTURE STORIES: First, John W. Beard, *Denver Post*, "Ron Lyle"; second, Joseph Elbert, *Miami Herald*, "State Champs"; third, Buck Miller, *Milwaukee Sentinel*, "High School Rodeo".

FEATURE PICTURE STORIES: First, Kurt E. Smith, *Lorain* (Ohio) *Journal*, "In Need of Love"; second, Pat Crowe, *Wilmington* (Del.) *News-Journal*, "Muddy, It's Time to Leave Now"; third, George V. Tiedemann, *Camden* (N.J.) *Courier-Post*, "Frankie".

HOME AND FAMILY INTEREST PICTURES: First, Bob Brown, Richmond *Newspapers, Inc.*, "Buddies"; second, George Cassidy, *Milwaukee Journal*, "Heather"; third, Gordon Baer, free lance, Cincinnati, "He's There".

HOME AND FAMILY INTEREST PICTURE STORIES: First, Brian Lanker, *Topeka Capital-Journal*, "The Moment of Life"; second, David Cupp, *Denver Post*, "One Room School Teacher"; third, Charles O'Rear, *Today's Health*, "A Father Carries On".

CAMPAIGN '72: First, Ron Lindsey

Cocoa (Fla.) *Today*, "Two of a Kind"; second, Darryl Keikes, UPI, "Historic Wink"; third, F. Stubblebine, AP, "Primary Nap"; honorable mention, John Collier, *Detroit Free Press*, "Wallace Men".

CAMPAIGN '72 PICTURE STORIES: First, Kurt E. Smith, *Lorain* (Ohio) *Journal*, "Nixon Visits Ohio"; second, Pat Crowe, *Wilmington* (Del.) *News-Journal*, "People's Choice"; third, Buck Miller, *Milwaukee Journal*, "Wallace People".

Magazines winners

MAGAZINE PORTFOLIOS: First, Co Rentmeester, *Life*; second, Eddie Adams, *Time*; third, Dick Durrance II, *National Geographic*.

NEWS/DOCUMENTARY MAGAZINE: First, Dirck Halstead, *Time*, "Victims"; second, Dick Durrance, II, "Bangladesh" and third, Emory Kristof, "Strip Mine", both *National Geographic*.

NEWS/DOCUMENTARY PICTURE STORY: First, James A. Sugar, *National Geographic*, "Funeral of an African Chief"; second, Richard L. Slack, *Black Star*, "Making Marines"; third, James A. Sugar, *National Geographic*, "North with the Wheat Cutters".

FEATURE MAGAZINE PICTURES: All *National Geographic* winners—First, Dick Durrance, II, "Hungry Boy, Bangladesh"; second, David L. Arnold, "Empty Afternoon"; third, Thomas J. Abercrombie, "Spring Carpets".

FEATURE PICTURE STORY, Magazine: All *National Geographic* winners—First, Dick Durrance, II, "Moments Remembered"; "Appalachian Trail"; second, Thomas J. Abercrombie, "The Sweep of Islam"; third, H. Edward Kim, "The Commune".

SPORTS PICTURES, MAGAZINE: First, Walter Meayers Edwards, *National Geographic*, "The Desert Was the Loser"; second, Co Rentmeester, *Life*, "The Final Look"; and third, "Spitz in V for Victory"; honorable mention: Neil Leifer, *Sports Illustrated*, "Watch It, You'll Break That Guy's Camera".

SPORTS PICTURE STORY, MAGAZINE: Co Rentmeester, "World Record Holder, Pre-Olympics."

PICTORIAL PICTURES, MAGAZINE: All *National Geographic* winners—First, Thomas Nebbia, "Buffalo Run"; second, Dean Conger, "Basque Herder"; third, Robert Madden, "Spanish Landscape"; honorable mention, Thomas Nebbia, "The Harvest".

PORTRAIT/PERSONALITY MAGAZINE: All *National Geographic*—First, Dick Durrance, II, "James Gravitt: Truck"; second, Winfield Parks, "Woman of Cairo"; third, Mike Long, "Fisherman, Baja, California"; honorable mention, James A. Sugar, "Tom Thumb".

HOME AND FAMILY INTEREST, MAGAZINE: All *National Geographic*—First, David L. Arnold, "Three Generations"; second, James A. Sugar, "Father and Son"; third, John Metzger, "Home-steaded Bath".

HOME AND FAMILY INTEREST, MAGAZINE: All *National Geographic*—First, Bruce Dale, "Navajo Family"; second, John Metzger, "Alaska Family Robinson".

management consultants specializing in executive search

We welcome an opportunity to discuss in detail our services, our methods, and our staff with respect to a specific situation in your General Management & Business, Advertising, Mechanical, Circulation, and Editorial areas. Call Carl Young at 312-693-6171.

Ron Curtis & Company

O'HARE PLAZA, 5725 EAST RIVER ROAD, CHICAGO, ILLINOIS 60631



Alice Widener

enjoy
good
reading

Alice Widener is fearless in her writings to preserve America. Her columns appear frequently in The Dispatch.

Mrs. Widener is relentless in reporting developments which, she believes, threaten the nation. Some columns get violent reaction, but there is no doubt that she is a formidable foe of any persons, act, or condition detrimental to the United States.

The Columbus Dispatch

OHIO'S GREATEST HOME NEWSPAPER

ENJOY IT EACH EVENING and SUNDAY

Available thrice weekly at
when used—or regular
monthly rates

FOR YOUR CONSIDERATION:
two weeks service gratis

ALICE WIDENER
U.S.A. SYNDICATE
530 East 72nd Street,
New York, N.Y. 10021
Telephone: area code (212) 535-4830

Reporter goes on welfare to document irregularities

Reporter Stuart Wilk walked in off the street in Milwaukee and got on welfare, a move which sent the morning *Milwaukee Sentinel* off on a three months crackdown of fraud, waste, employee cheating, mismanagement and bungling in the Milwaukee County Welfare Department.

Wilk was joined in his investigation by Miss Gene Cunningham and the result was an extensive series of stories labeled by the *Sentinel* "Welfare Wasteland," which received attention from Milwaukee county and city officials and *Sentinel* readers and made page one news for several days.

Wilk reported that within a 20 day period, the Welfare Department gave him a series of vouchers, checks and bus tickets worth \$145.20.

Basically, Wilk, got on welfare dressed (as shown in accompanying photo) in casual clothes, with a generous growth of beard, by simply filling out a form and waiting for it to be processed.

Virtually everything he filled out on the form was untrue, Wilk said. If the department had attempted to verify the application, it would have discovered that he had submitted a false application and was ineligible for general relief.

Wilk wrote: "My experience with the department confirms what many people have believed for years."

1) Some persons receiving welfare assistance in Milwaukee County are ineligible.

2) The manner in which the department operates and the way it actually operates are two different things.

Social security identification

Wilk's interview took place as he used a borrowed Social Security card for identification at the employment service after registering under the name on the card. He later used the card as his sole identification at the Welfare Department.

The card states: "For Social Security and tax purposes—not for identification."

He used the address of a rooming house where he had rented a sleeping room as his home address. He didn't reside there, showing up several times a week to chat with the landlady.

After lengthy waiting and numerous trips to the department office Wilk was visited by a case aide delivering his welfare grant.

With Miss Cunningham on the story, Wilk and she reported these irregularities:

Double checks issued to welfare recipients; duplicate payments to cover recipients' bills; food stamps and bus passes sold for drinking money; widespread cheating on mileage and overtime by department employees; admissions by employees that they loaf, play or just take off during working hours; grants for as many as three refrigerators given to one recipient in less than four months.

Welfare checks mailed to local taverns;



Stuart Wilk

rent deposits paid by the department on condemned and substandard housing for recipients; housing "inspections" made by telephone; checks to recipients under two or three different names; as much as 20 percent fraud and administrative error, amounting to an estimated \$28 million in 1972.

Almost 100,000 persons in Milwaukee County are on welfare—one out of every 10 of the county's one million population—at a cost in 1973 of \$151.5 million.

As the series developed, Wilk and Miss Cunningham discovered how employees pick up extra money by cheating on mileage and overtime and extra time off by cutting workday time.

A statewide investigation of welfare operations in the state of Wisconsin was urged by a state senator and the governor termed the *Sentinel*'s stories "a fine piece of reporting."

County board members promised to see that action was taken to correct abuses described in the stories. The State Senate's Health, Education and Welfare Committee promised to take appropriate action after reviewing the *Sentinel*'s findings.

The County Board's Welfare and Human Resources Committee started an investigation of the Welfare Department as the series of exposes continued, together with sidebars in the *Sentinel* reporting public reaction and comments from various municipal officials.

A state representative said he will introduce legislation that would require an audit of the Welfare Department at least once every three years; editor Harvey W. Schwandner of the *Sentinel* told community leaders at a meeting that "we feel confident the abuses in the Welfare De-

partment are going to be cleaned up."

Schwandner also said that pressures were exercised on the *Sentinel*'s city editor, Robert Wills, urging he reveal the identity of anonymous sources quoted in the series. Wills was told by Schwandner to decline to answer any questions of this nature—that information was given to the *Sentinel* in confidence and there would be no confidences broken.

Investigation to continue

Schwandner said the *Sentinel* will continue to report information received that the newspaper believes is the truth, the whole purpose being to bring about better conditions in the Milwaukee County Welfare Department.

Various bills were being drafted by the Republican leadership in the Wisconsin Legislature proposing welfare reform measures; the county welfare director met with welfare supervisory personnel in his



Gene Cunningham

department and directed them to tighten up employee supervision, as the series proceeded.

The lengthy investigation was the result of arduous digging, talking with many persons, and a huge amount of writing, not only of newspaper stories, but preparing memos for consideration by the *Sentinel*'s editors.

Miss Cunningham has been a reporter for the *Sentinel* since 1966. She has written and reported on such subjects as gambling, organized crime, conditions in nursing homes, and activities of the county board chairman. Her work has prompted formal investigation by various governmental units and, in some cases, led to corrective action.

She was named 1972 Wisconsin Newsman of the Year by Sigma Delta Chi, professional journalistic society.

Wilk started with the *Sentinel* in 1967 as an intern reporter. He rejoined the news staff in 1971 and has done general assignment reporting and reviewing.

Converts to tab size

The *Enfield (Conn.) Press* has changed its format to tabloid. At the same time, the newspaper is now printing in offset.

Book review

By Hillier Krieghbaum

Herbert Brucker, "Communication Is Power: Unchanging Values in a Changing Journalism." Oxford University Press, New York. \$9.50.

Much (possibly too much) has been written during recent years about the New Journalism and its practitioners. Now, Herbert Brucker, editor of the *Hartford (Conn.) Courant* from 1947 to 1966 and former member of the journalism faculties at Columbia and Stanford, defends much of what might be called Old Journalism. However, it is no Pollyannaish defense of all the status quo.

Brucker believes strongly in objective reporting with enough interpretation to give readers a perspective on what is happening and in an expansion of "editor power" to counter existing "publisher power." As almost all journalists do today, he argues that newsmen, not government, retain their rights to gather, edit, and distribute what is news. As he wrote in an earlier book, "Freedom of Information" (1949), Brucker advocates that editorial writers look first at the facts and then reach their opinions rather than seek support for conclusions previously arrived at.

Although he says that a New Journal-

ism version of an event may present a report "more real than the real thing" and, in the hands of a very few, "may have value beyond the fact that it sells," Brucker cautions against those who neglect "the endlessly meticulous research." He writes:

Journalism is neutral

"For much of the New Journalism is not journalism at all, but contemporary historical fiction. Granted, it may show us truths we might otherwise miss. But it too can lie . . . ideally, journalism is a neutral agency not associated with any of the other estates that make up the body politic. The journalist's mission becomes that of telling us what's going on as completely, accurately, honestly, and dispassionately as possible. And that is objective reporting. . . .

"Perhaps there is something wrong with today's established mass-media journalism; nevertheless, it seems to me dangerous to believe that turning our backs on objectivity is the cure. Such a cure would be worse than the disease. Surely, those who denounce objective news should stop and think, before American journalism reverts to the primitive propaganda from which objectivity rescued it."

Yet letting a statement from a news source stand by itself, Brucker says, may not be objectivity. Since official doctrine or official action is "at best only part of the story, and at worse distorted if not downright false," something must be added. This involves "a matter of digging and digging, within the limits of time and space available, for all facts—not only those on top of the iceberg, but those down under the surface as well" and then presenting these "accurately and honestly" without letting a reporter's own bias creep into it.

The author describes "publisher power" as "the modern clash between the dollar and journalism." He writes that the most that can be hoped for today is "a publisher or owner shaped by his genes or his experience into being a philosopher-king" with some being philosophers "in the sense that they are sensitive to journalistic intangibles as well as to profit-and-loss statements." He cites newspapers, large and small, that are "edited with integrity," sometimes when a younger generation inherits or marries into control of the publication.

Participatory changers

But he warns of danger from "journalistic participatory democracy on the left" as well as "the money-men on the right." He continues:

"All of which does not change in fact that an excess of reporter power, no less than an excess of publisher power, can destroy independent journalism. To urge that staff journalists elect the editor and control news and editorial policy may have a noble sound. But as anyone who has read history knows, and anyone who takes part in an old-fashioned New England town meeting can tell you, government by committee—especially of the whole—doesn't work."

Is there any hope for the future? Yes, says Brucker: "the fundamental need" is to return American journalism to the point at which editors once more edit and this involves "some means of keeping journalism's eye on its job more than on its cash register." One way of doing this, he explains, is to reverse the "relentless concentration of ownership in even fewer and larger corporations" and to establish each daily paper as "independent, editor-edited, and under a local ownership in which employees have a voice that cannot be ignored."

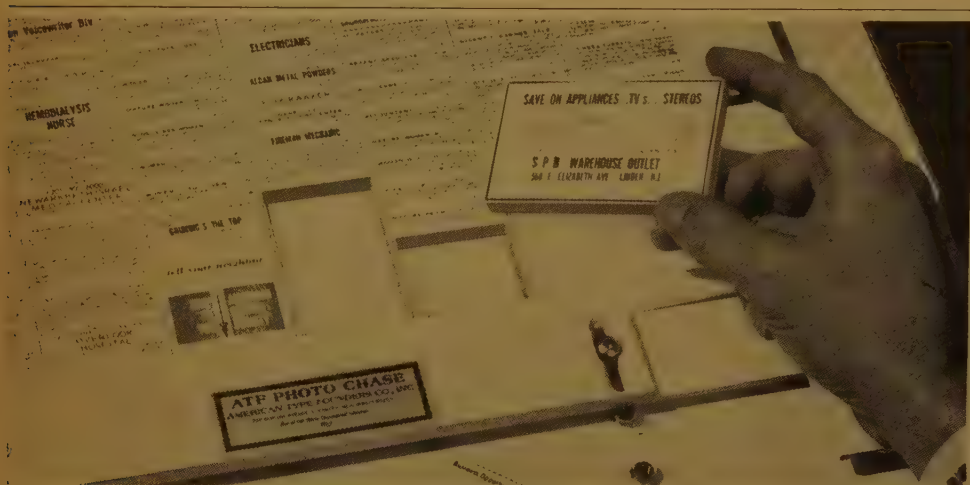
Mattoon paper acquired by Howard Publications

Controlling interest in the *Mattoon (Ill.) Journal-Gazette* has been acquired by Howard Publications, Oceanside, Calif.

William B. Hamel, publisher, will remain as chief executive of the paper. Hamel said there will be no staff changes as a result of the new ownership.

Name change

The *Easton (Pa.) Express* changed its name to *The Express* on March 2. The move was made to reflect the paper's regional coverage of communities in Pennsylvania and New Jersey.



ATF's Photo Chase System for the rapid makeup of cold-type classified pages

ATF's Photo Chase System mounts ad composition from phototypesetters or other cold type machines onto strips of "3D" base material . . . and then cuts the strips into ads that can be assembled in the chase as easily as metal "cuts". After photography, the page is immediately ready for revision and updating. Fast . . . sure . . . simple, requires no special skills.

For complete information, write for free ATF Photo Chase System Brochure.



AMERICAN TYPE FOUNDERS CO., INC.

Type Division
200 Elmora Avenue
Elizabeth, N. J. 07202
Telephone: (201) 353-1000

One of the White Consolidated Industries
WCI

ATF type faces used in this ad: Franklin Gothic Condensed and Univers 57.



Every phototypesetting paper you need comes in one box

Kodak Grade S Phototypesetting Paper...the economy you need, quality you can count on.

Whether you set 50 characters per second or thousands of characters, you need only one phototypesetting paper. KODAK EKTAMATIC Photomechanical Paper, Grade S, gives you speed, economy, and quality every time.

Economical because Grade S Paper can be used in any non-tungsten phototypesetting operation, and because of its easy stabilization processing.

Quality in sharp edge definition. The kind of quality you've come to expect from Kodak.

After all, we've been in phototypesetting since the beginning; we've grown up with it.

We have data on the benefits of phototypesetting and the products we make. They may help you. Send us the coupon.

Eastman Kodak Company, Dept. 412L, 3-36
Rochester, N.Y. 14650

- ☐ Please brief me in person on how you can help in phototypesetting.
☐ Send more information.

Name _____ Title _____

Newspaper _____

Address _____

City _____ State _____ Zip _____

Type for this advertisement was set photographically
on KODAK Phototypesetting Film.

The best impression you can make.

12 editors compete for 6 ASNE seats

At its annual convention in Washington, D.C., May 1-4, the members of the American Society of Newspaper Editors will elect six new directors to its governing board. Twelve candidates are competing for the six vacancies.

The nominations slate was put together under the chairmanship of William Hornby, executive editor, *Denver Post*. The names of the candidates are:

Robert W. Chandler, editor, *Bend (Ore.) Bulletin*

Robert P. Clark, executive editor, *Louisville Courier-Journal & Times*

Derick J. Daniels, executive editor, *Detroit Free Press*

Emmett Dedmon, editorial director, *Chicago Sun-Times & Daily News*

Donald W. Diehl, editor and president, *Easton (Pa.) Express*

Ed J. Dooley, editor, *San Francisco Examiner*

Bob Eddy, editor & publisher, *Hartford Courant*

Robert G. Fichenberg, executive editor, *Knickerbocker News & Schenectady Union-Star*

Howard H. (Tim) Hays, editor and co-publisher, *Riverside (Calif.) Press-Enterprise*

Eugene Patterson, editor, *St. Petersburg Times*

Warren H. Phillips, editorial director and president, *Wall Street Journal*

John Sengstacke, editor and publisher, *Chicago Daily Defender*

Incumbents standing for re-election are: Dedmon, Hays, Phillips and Sengstacke.

The first five finishers in the balloting will receive three-year terms; the sixth finisher, a one-year term (the unexpired portion of President J. Edward Murray's term).

The ASNE board consists of 15 members plus the immediate past president, who serves one year in an ex officio capacity.

W.Va. publisher buys Texas tv station

Clay Communications, Inc. of Charleston, West Virginia has entered into a contract to purchase its third television station, KJAC-tv of Beaumont-Port Arthur, Texas, subject to approval by the Federal Communications Commission.

Lyell B. Clay, chairman of the CCI Board, and Richard Jack, president of Texas Gold Coast Television, Inc., announced that KJAC-tv is being purchased by the West Virginia communications corporation for \$3,000,000.

Clay Communications, Inc. is owner of the *Charleston (W. Va.) Daily Mail*, and television stations KFDX in Wichita Falls, Texas and WWAY in Wilmington, North Carolina.

The Beaumont-Port Arthur station is an affiliate of NBC and has been on the air since 1957.

The reporter behind bars. Is he fighting for his own rights? Or yours?



Why would a reporter choose the humiliation of imprisonment rather than reveal confidential material to courts or government agencies? It is not because his job is at stake. No reporter has been threatened with dismissal if he talked. No. Something much bigger is at stake here.

The good reporter and his editor know that their job, first and foremost, is to inform the public. To do this job properly, the reporter must look behind the official press release. He must learn his subject in as much detail and depth as possible. He must have access to special people with special knowledge on that subject.

He knows, too, that unless he can guarantee his sources complete protection, they will soon disappear; and the public will be deprived of the facts it needs to make informed decisions. This is what the jailed reporter is fighting to protect. The public's right to know.

Some argue that not all journalists are responsible. And that absolute immunity might only encourage irresponsibility. When we weigh the inestimable benefits of a free press against its inherent dangers, the choice remains clear.

As the great French author, Albert Camus, stated it, "A free press can, of course, be good or bad, but without freedom it will never be anything but bad... Freedom is nothing else but a chance to be better, whereas enslavement is a certainty of the worse."



AKRON BEACON JOURNAL
BOCA RATON NEWS
CHARLOTTE NEWS
CHARLOTTE OBSERVER
DETROIT FREE PRESS
MACON NEWS
MACON TELEGRAPH
MIAMI HERALD
PHILADELPHIA INQUIRER
PHILADELPHIA DAILY NEWS
TALLAHASSEE DEMOCRAT

KNIGHT NEWSPAPERS, INC.

Teachers make or break image of newspapers

Awareness of teacher and student attitudes toward newspapers and their operation must be developed by those engaged in Newspaper in the Classroom activities.

Teachers who express doubts about the credibility of the press in their classes are very likely to send out students who think as they do, warned Dr. John H. Haefner, an advisor to the Educational Services division of the ANPA Foundation.

Dr. Haefner addressed a group of nearly 60 newspaper staff members assigned to Newspaper in the Classroom programs of newspapers throughout the United States—a two-day conference in Chicago.

Dr. Haefner, with 20 years of effort in NIC to his credit, said that NIC people will have to take the school personnel image of newspapers into account, right or wrong.

Many students, he said, take the position that newspapers have an improper viewpoint of what is news. They feel news should deal with mankind, not man and the search for solutions to mankind's problems. He mentioned in this category pollution, the energy crisis, housing shortages, poverty and court reform.

Students and teachers are inclined to read campus newspapers, and more likely the underground press, Haefner said. He pointed out there are underground publications in high schools and colleges and a young adult press.

Young readers claim daily and weekly mass circulation newspapers miss the point in entertainment portions; they are geared to the older generation, not the young, and are produced by older people.

Young not turned on

Newspapers are just not talking the language of the young regarding entertainment so there is no real reason the young want to turn to the press as they view it today, Haefner said.

The young are also convinced the press sells a way of life and a system of thought they want no part of—that the press is materialistic, profit-minded, puritanical and Waspish in their viewpoints and the young won't believe in this approach, nor buy the paper.

Many of the young—from 20-year-old students to persons age 30—are thinking in these terms and the image of newspapers is shared to some degree by older groups of high school and college teachers.

Haefner said that despite the fact that newspapers have been in NIC programs for many years there are thousands who do not know of their existence. This number includes teachers.

He urged NIC programmers not to be satisfied with teacher feedback, but to make efforts to acquire independent checks of what students are thinking through questionnaires or interviews or both.

NIC round tables dealt with quality control, updated teacher training material and the costing of NIC programs.

During the sessions it was established that numerous editors are cooperating in classroom reading and teaching of newspaper content and it was agreed by most that materials should be prepared by newspapermen and teachers working as teams.

During one discussion it was pointed out that many young people now eligible to vote have not had NIC training and they have no respect for nor loyalty to a newspaper. Those with NIC training have entirely different attitudes and will continue in this vein.

Hostility toward press

Students need to be told what freedom of the press means; youngsters are asking teachers questions about freedom of the press which teachers cannot answer. Some youngsters are hostile, wanting to know why newspapers want freedom of the press; it should be pointed out to them that freedom of the press is not for newspapers, but for the individual.

Not many teachers are concerned about newspapers as an institution, it developed, and this is not really the hook on which to sell NIC programs. The approach is that newspapers contain much useful information and there is a need for students to do something with that information.

One participant ventured that the NIC program has suffered untold setbacks from the misuse of papers by teachers and students.

At a cost session it was pointed out that circulation is not a nasty word and that if the newspaper is not reaching new students it is not attaining its goals.

Publishers should be convinced that NIC programs are not a luxury, it was stressed.

Only one newspaper represented in the cost session gives the newspaper free, most charge half price, and those which have gone to 15 cents an issue still charge teachers and students five cents.

Work with college undergraduates in seminars is important, since it is more difficult to get them interested in NIC after they have entered the teaching profession.

Mrs. Marje Longley of the *New York Times*, during a discussion on free vs. half-price distribution to schools, said it can be diplomatically pointed out to the teacher that there are no offerings of free school textbooks, so why free newspapers? In this connection, it developed that many boards of education are buying newspapers and interested parents are sending money to school with their children to pay for editions. School libraries have access to federal funds to purchase newspapers and other classroom aids.

Change in name

The *Fremont (Ohio) News-Messenger* is now shown on the masthead as *The News-Messenger*. The change became effective March 7.

R.I. bill requires signed editorials

The Rhode Island House of Representatives approved a bill March 9 requiring all editorials in newspapers or magazines published in the state to carry the name of the writer.

The measure was then sent to the Senate, where its prospects are uncertain.

Rep. John J. Skiffington (D-Woonsocket), sponsor of the legislation, described it as a public service to people who might have a complaint over an editorial. He said inclusion of the name would enable them to direct their complaints to the writer.

Opponents of the measure, comprised primarily of members of the press, argued that it is impractical and useless.

Charles Utter, co-publisher of the *Westerly Sun* and president of the Rhode Island Press Association, spoke for the members of his group.

"Individually, we are opposed to the bill, although the association is taking no stand at this time. We feel that having a writer sign his name to an editorial might be misleading. The writer might not agree with what he is writing, but is simply carrying out an assignment from his editor.

"Often, editorials are the result of the combined efforts of the entire staff, every-one contributing ideas . . . the person that types it up and signs his name to it might not be the writer."

Utter argued that an editorial is signed by having the name of the publisher or the masthead. "An editorial is really the thinking of the publisher . . . he is the writer."

The bill provides for a fine of \$100 to \$300 for a first offense and \$300 to \$500 for each subsequent offense.

Senate press secretary's Salaries average \$20,313

The U.S. Senate is spending almost \$1.5 million annually on salaries for press secretaries, according to the latest published report of the Secretary of the Senate.

The report covering the period from July 1 to December 31, 1972, shows that 73 persons listed as press aides earned a total of \$741,434.61 during the six months. On the average, a press secretary in the Senate is earning an annual salary of \$20,313.

Actually, the average salary is lower than the \$22,522 median figure arrived at in a survey conducted during the first six months of last year (*Editor & Publisher*, Nov. 18, 1972). But that study also included executive and special assistants whose primary duty is media relations.

The \$20,313 average was computed only on the basis of those persons officially listed as press aides in the secretary's report.

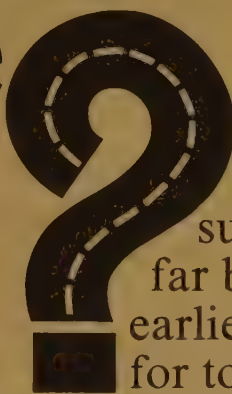
According to the report, 64 of the 73 press secretaries are men, and their average salary is \$21,347. Only nine women hold the title, and they average \$12,954.

Is the anti-highway lobby taking you for a ride?

Without realizing it, the position of many anti-highway groups is anti-safety. Unwittingly, they sacrifice lives by blocking the upgrading of obsolete roads and highways in the name of "conservation". (They're overlooking all the trees, shrubbery and grass planted as part of road upgrading in recent years.)

As for safety, it makes little difference where you live. If you use roads and highways, they need to be engineered to modern safety standards. Cost? About 30 cents per motorist per day. Less than a pack of cigarettes...for planning, safety design, construction and modernization.

Yet 700,000* miles of America's roads and



highways are still substandard. Built as far back as the 1930's and earlier, they're inadequate for today's faster, heavier traffic. For safety's sake, the immediate straightening of sharp curves, widening of narrow lanes and reduction of steep grades is a must.

Remember: America's roads and highways are a vital part of the total transportation system. And a fact-packed informational kit, developed especially for the communications industry, explains how they can serve America better. Write:

Mr. Donald Knight, The Road Information Program, Inc., 485 National Press Building, Washington, D.C. 20004.

Your highways. You've got a lot riding on them.

BoA runs ads to sell more auto lineage

By Jeff Mill

The Detroit office of the Bureau of Advertising, ANPA has begun to place ads in trade publications and newspapers in an effort to attract buyers of automotive advertising.

Jack Kauffman, president of the Bureau, said that the advertising is one part of an overall new sales program that is being developed by the recently-appointed vicepresident of marketing for Detroit, Sheldon Moyer.

Moyer has so far placed ads in the Detroit *Adcrafter* and in *Automotive News*. Subsequently, the *Automotive News* ads were reprinted by newspapers in Chicago, Detroit and Flint.

The ads, addressed to auto industry executives and agency personnel, were in the form of a memo advising them of the instant replay "freeze time" aspect of newspapers.

The ads addressed to the auto people were originally carried in *Automotive News*, but are now being carried by the dailies as full-page ads.

While the ads in the trade magazines are being paid for by the Bureau, Kauffman said ads scheduled in newspapers are being run at the "newspaper's own expense for the benefit of the industry."

"We feel that these newspapers should be compensated for these ads," said Kauffman. So, he said, the Bureau was "trying to work up a formula to compensate the publishers for their out-of-pocket costs."

The ads were prepared in-house by the Detroit office of the BoA. Before coming to the Bureau in January, Moyer had been president of Leo Burnett of Michigan.

The initial campaign includes six ads in *Automotive News* and in *Adcrafter*; six ads in the *Detroit News* and the *Detroit Free Press*; three insertions in the *Flint Journal*, the *Oakland (Mich.) Press*, the *Lansing State Journal* and the *Arkon (O.) Beacon Journal*; one ad in the *Chicago Tribune's* automotive special section; one ad in the *Las Vegas Journal* and the *Las Vegas Sun* during the auto dealers' annual convention; and one ad in the San Francisco edition of the *Wall Street Journal*.

McGarrell moves up

Paul McGarrell has been promoted to vicepresident-general manager of Harris Composition Division, a new worldwide group that embraces the Intertype division in the United States and Harris-Intertype Ltd. in the United Kingdom. McGarrell was previously vicepresident-operations of the Intertype division of Harris-Intertype. Harold O'Kelley, the company reported, has resigned to become president of Datapoint Corp., San Antonio, Texas.



LARGEST ORDER—Robert G. Marbut, president and chief executive officer of Harte-Hanks Newspapers signs a contract for 52 Goss offset units. Looking on are: (from left) Charles A. Wahlheim, executive vicepresident-operations for Harte-Hanks; Les Kraft, Goss vicepresident-sales; Duane Houy, Goss assistant sales manager in Dallas, and Gene Falk, Harte-Hanks director of systems and engineering.

Goss sells 52 offset units to Harte-Hanks

Harte-Hanks Newspapers, headquartered in San Antonio, Tex., have signed a contract to purchase 52 Goss offset units.

Les Kraft, vicepresident-sales for the Goss division of MGD Graphic Systems, Rockwell International Corporation said this order represents Goss' largest single contract for this type of offset press.

Charles Wahlheim, Harte-Hanks executive vicepresident-operations, said the purchase is part of the group's continuing plan to convert to offset printing, utilizing the many advantages and features available to offset.

The 52 units will be distributed among six Harte-Hanks Newspapers. Gene Falk, director of engineering for the newspaper group reports the first installation at the *Denison (Tex.) Herald*, has been completed (E&P, March 10).

Installation at the second, the *South Middlesex News*, Framingham, Mass., is under way. This installation also includes a Goss-Ferag stacker and conveyor.

"We are also now completing engineering plans for the remaining four plants," Falk said.

Budweiser names two

William E. Cosher, has been named advertising manager for Budweiser and Budweiser Malt Liquor and Edward F. Schmidt has been appointed advertising and merchandising manager for the Michelob brand.

BBB seeks rejection of blind box ads

A recently enacted law of the State of California allows classified advertising managers to reject advertising by those who seek the anonymity of a post office box number and/or phony name. Firms must now disclose the legal name and complete street address from which business is conducted.

Promoters of work-at-home schemes, diet gimmicks, pornographic mailings and other mail order profiteers may, the Bureau hopes, be affected. The law is effective March 7, 1973.

Highest Copley award presented to Jack Murphy

Jack Murphy, sports editor of the *San Diego Union* and a nationally-syndicated columnist, was named the winner of the 1972 Ring of Truth Award for Enterpris Benefiting All Copley Newspapers.

Murphy, who has been the *Union's* sports editor since 1951, thus adds to his awards collection the highest honor the Copley Newspapers can bestow upon a member of its organization.

Murphy was selected for his coverage of the Olympic Games, first as a sports columnist and then as an on-the-spot reporter of the Israeli team kidnapping and murders.

The *Daily Journal* of Wheaton, Ill., was the winner of the second highest honor, the Special Award for Meritorious Service to a Copley Newspaper Community.

D. Ray Wilson, publisher, and his staff were singled out for their instigation and implementation of the VIP Friendship Project, a program which effectively serves senior citizens.

It covers 12 western Chicago suburbs, all served by Copley Newspapers, in DuPage and Cook Counties. Any retired person in the area may receive a VIP card without cost. The cards qualify the bearer for discounts at certain stores and markets and allows for reduced rates or free admission to public events such as concerts, plays, athletic events and tours.

In one year the record shows VIP cards were used more than 10,000 times and in a single month 58 events were offered bearers of the cards at a cash saving of \$129. As the program intensified, a VIP Council was formed and localized programs were started in the various communities. As a consequence, a contest to elect the "VIP Man and Woman of Northern Illinois," from persons who have done the most to serve others since the age of 60 was conceived.

Robert L. Betts of the Copley News Service won the second annual Special Award for Outstanding Contribution to Our Nation's Bicentennial. Betts led an active CNS effort which resulted in more than 100 stories and features related to the American heritage.

The series is scheduled to end in the year of the 200th anniversary of the United States of America.

James S. Copley, chairman of the corporation publishing the Copley Newspapers, was cited by his peers for "his continuing dedication to the preservation of the spirit which prizes liberty as the heritage of all men."

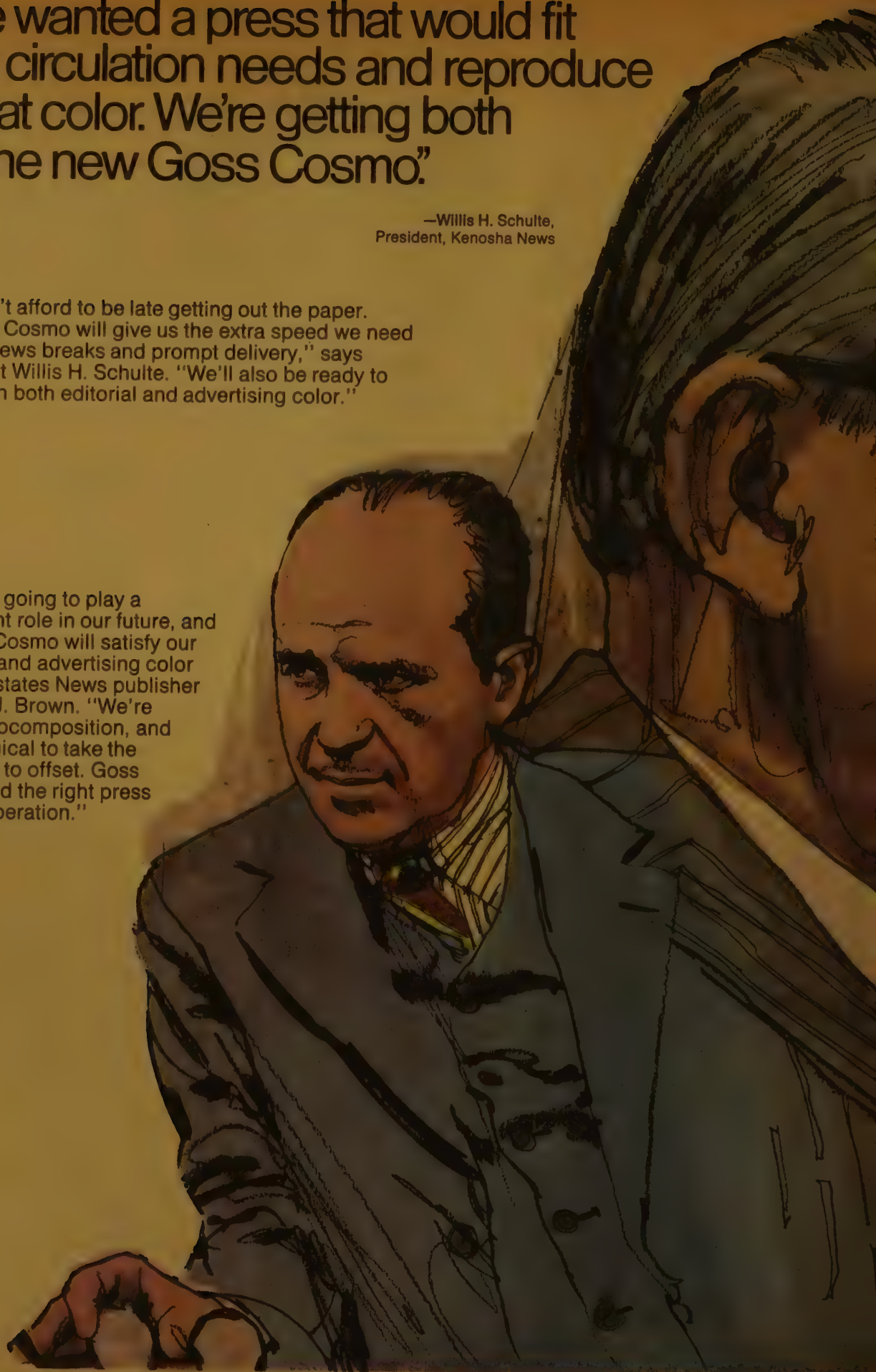
Copley specifically was singled out for conceiving "In Brief," a slick, illustrated booklet designed to bring repatriated prisoners of war up to date on what has occurred since they were taken prisoner. The booklet has received widespread acclaim and was given to each returned POW at Clark Field in The Philippines.

"We wanted a press that would fit our circulation needs and reproduce great color. We're getting both in the new Goss Cosmo."

—Willis H. Schulte,
President, Kenosha News

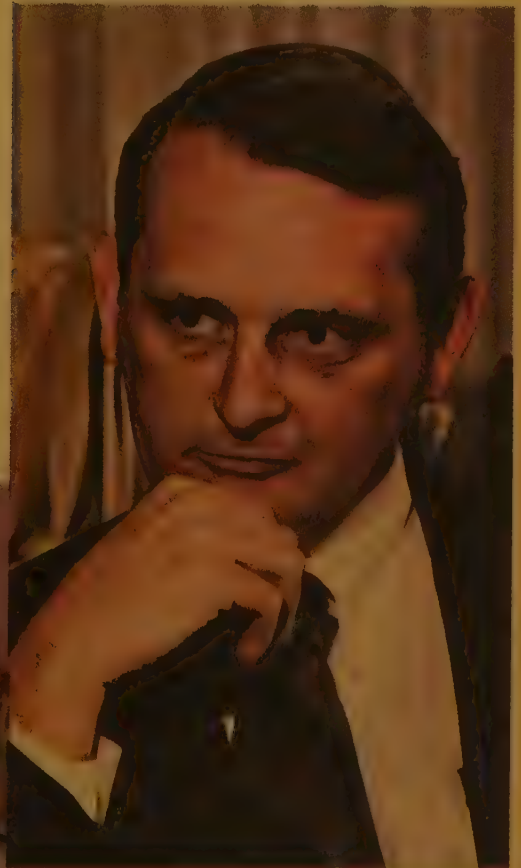
"We can't afford to be late getting out the paper. The new Cosmo will give us the extra speed we need for late news breaks and prompt delivery," says President Willis H. Schulte. "We'll also be ready to grow with both editorial and advertising color."

"Color is going to play a significant role in our future, and the new Cosmo will satisfy our editorial and advertising color needs," states News publisher Howard J. Brown. "We're into photocomposition, and it was logical to take the final step to offset. Goss developed the right press for our operation."



This advertisement was printed on a Goss press on 32-lb. newsprint. For complete information about the new Cosmo, call or write: Goss Division, MGD Graphic Systems, 5601 West 31st Street, Chicago, Illinois 60650.

"Going offset will give us improved reproduction," says Eugene W. Schulte, Vice President and Business Manager. "Improved color is certainly important. We'll go from photocomposition to press with faster throughput. Our plate costs will also be reduced."



"Changing to offset is a big challenge," reports Stanley Prostko, Press Room Foreman, who has been with the News for 30 years. "The Cosmo has a lot of automated features, but we'll still need the human touch for quality control. I think we'll do some great color work, too."



MGD Graphic Systems Division
Rockwell International

Where science gets down to business.

We don't play the number game at AELCC . . . except where you're concerned. Because, regardless of your company size, you're important to us. You're Number 1.

That's why you'll always receive personal attention . . . your requirements are always our prime concern.

That's why you'll always receive total customer service—regardless of the size of your requirements—from initial

design and consultation through complete construction and testing that's AELCC's complete turnkey capability!

That's why you'll always obtain completely flexible and convenient financial arrangements—long term or short—to fill your needs.

So, if you're thinking of acquiring, completing, up-grading or expanding a CATV system, contact AELCC . . . let us prove we back our promise with performance.



AEL COMMUNICATIONS CORPORATION *The CATV Subsidiary of*
AMERICAN ELECTRONIC LABORATORIES, INC.

P.O. Box 507, Lansdale, Pa. 19446
(215) 822-2929 • TWX: 510-661-4976
Cable: **AMERLAB**

FOR A CHANGE YOU'RE NUMBER 1

Write for our **FREE**
CATV capabilities book . . .
no obligation.





DAY FOR TOWNSEND—More than 600 business and political leaders participated in a ceremony honoring Mr. and Mrs. S. Vincent Townsend, vicepresident and assistant to the publisher of the Birmingham (Ala.) News, on his 50th anniversary with the newspaper. Townsend received a new automobile, framed personal letters from President Nixon and Vice President Agnew and the first annual Diploma of Merit from Birmingham-Southern College, his alma mater.

Lyndon Johnson aid to join Dallas T-H

Tom Johnson, former aide to the late President Lyndon B. Johnson, will become vicepresident and executive editor of the *Dallas Times Herald* when the Federal Communications Commission approves an application to transfer the KTBC-TV license from the Lyndon Johnson family interests to the Times-Mirror Company of Los Angeles. At that time, Felix R. McKnight, currently co-publisher and editor, will become vicechairman and secretary of the board of directors.

Johnson is presently executive vice-president of KTBC-TV and a director of the Texas Broadcasting Corporation.

SPEAKING OF CO-OP ADS! ACB audits upwards of \$250,000,000 in newspaper co-op ads annually. We serve more than 350 advertisers. On many accounts ACB pays the dealer with our own bank checks. ACB's "Automatic Payment Plan" eliminates the need for co-op invoices or tear-sheets. Simplifies co-op advertising procedures — builds additional lineage.

We read every daily newspaper advertisement

ACB THE ADVERTISING CHECKING BUREAU, INC.

NEW YORK (10) 353 Park Avenue, South
CHICAGO (5) 434 S. Wabash Avenue
MEMPHIS, Tenn. • COLUMBUS, Ohio
SAN FRANCISCO, (2) 20 Jones Street

ERWIN GEBHARD, staff photographer for the *Milwaukee (Wisc.) Journal and Sentinel*, has won the title of Wisconsin News Photographer of the Year for the fourth straight year in a row in competition conducted by the Wisconsin Press Photographers Association.

RUTH CARLTON, *Accent* metro editor of the *Detroit (Mich.) News*, won the 1972 Luise Leisner Woman of Achievement Award of the Michigan Women's Press Club.

WILLIAM R. BURLEIGH, managing editor of the *Evansville (Ind.) Press*, has been named winner of the 1973 Marquette University Journalism School By-Line award.

JACK ROSENTHAL, formerly urban affairs correspondent in Washington has been promoted to an assistant Sunday editor of the *New York Times*.

DR. WALTER BUNGE, former news editor of the *Elkhorn (Wis.) Independent*, and a member of J-school faculties at the University of Utah and the University of Wisconsin, has been named head of the journalism and mass communication department at Kansas State University.

RAPHAEL R. PAGANELLI has been appointed newspictures editor of the Paris bureau of UPI. He goes to Paris after three years service in London and Brussels as European Telephoto editor.

REVERT GLENN, former Southern California newspaperwoman, has joined the ad staff of the *Newport (Ore.) News-Times* and *Lincoln County Leader*.

TERRY NEILL, reporter for the *Longview (Tex.) News-Journal*—named editor of the paper's Sunday magazine.

ROY D. DUCHEMIN, editor and publisher of the *Cape Breton (N.S.) Post*—recently retired. WALLACE MACKAY, formerly co-publisher and general manager, becomes publisher and general manager.

PARK ROW NEWS SERVICE

news features with your LOCAL angle

150 Broadway, New York, N.Y. 10038

news-people

COLONEL WELDON JAMES, former associate editor of the *Louisville (Ky.) Courier-Journal* and bureau chief for the United Press in Tokyo and Madrid retired recently from the Marine Corps reserve.

HENRY P. THOMPSON, advertising manager of the *Watertown (N.Y.) Daily Times*—recently retired.

GRAHAM E. MEDLIN, circulation manager of the *Vancouver (B.C.) Province*—recently retired.

MILA ANDRE, of the *New York Daily News*—elected president of the News women's Club of New York. JACQUELINE RADIN of *Newsday*, JUDITH CRIST of NBC TV and N.Y. magazine, LOIS FEGAN of the *Jersey Journal*, and EDITH EVANS ASBURY of the *New York Times*, are the new vicepresidents.

LOUIS E. BALL, editor-publisher, *Farmington Valley Herald*, Simsbury (Conn.)—appointed to University of Connecticut Health Center Advisory Council.

JIM RUSSELL, formerly civilian assistant public affairs officer on the staff of Commander, Cruisers-Destroyers Pacific Fleet, has joined the *San Diego (Calif.) Union* as military affairs writer.

JOANN CULVER, community editor of the *Natchez (Miss.) Democrat*, has been named Natchez Young Career Woman by the town's business and professional women's club.

SUSAN HONEYMAN, formerly a reporter *Meriden (Conn.) Morning Journal*—the *Hartford (Conn.) Times* as a reporter.

RALPH L. MILLETT JR., editor of the *Knoxville News-Sentinel*, has been elected president of the Tennessee Association of the AP.

HUGH KNOEFEL, editor and publisher of the *Northern Wyoming Daily News*, *World*, has been elected chairman of the Wyoming Associated Press Association.

CHUCK CAMPBELL, assistant city editor of the *Pueblo Chieftain*, has been re-elected chairman of the Colorado Associated Press Association.

RONALD V. SLINGER, former ad salesman for the *Albany (Ore.) Democrat Herald*, has joined the advertising sales staff of the *Klamath Falls (Ore.) Herald and News*. He succeeds LOREN ABBOTT who is now manager of the north shore operations of the *Tahoe (Calif.) Sierra Sun-Bonanza*.

DAVID W. WESTON, publisher of the *Canby (Ore.) Herald*, has assumed the position of advertising manager to succeed THOMAS R. DILLON.

n the news

NANCY B. NEWMAN, a promotion department staff writer for the *Chicago Sun-Times* and *Chicago Daily News*—named account executive, Beveridge Kraus Robbins and Manning, Inc., Chicago. Mrs. Newman is wife of M. W. Newman, book editor of the *Chicago Daily News*.

* * *

BOB WITTE, assistant to columnist Neil Morgan, *San Diego* (Cal.) *Evening Tribune*—named managing editor, *San Diego Daily Transcript*, a legal newspaper. AMELIA ENGBRETSON, *Phoenix* (Ariz.) *Republic* reporter, to general assignment, *Evening Tribune*. MICHAEL MITCHELL HORTKOFF, from sports staff, *Los Angeles Herald-Examiner*, to sports writer, *Evening Tribune*. MARTIN GERCHEN, *Chicago Today* reporter, to general assignment, *Evening Tribune*.

* * *

WORTHY D. GEE, assistant city circulation manager of the *Columbus* (Ohio) *Dispatch*—recently retired.

* * *

GREGORY H. TAYLOR, a marketing consultant and sales representative with International Paper Sales Co., Chicago, has been appointed to the position of assistant to the general manager of the Joplin (Mo.) *Globe Publishing Company*.

* * *

PAUL C. RYAN, former advertising director of the *Santa Maria* (Calif.) *Times*, and classified advertising manager of the associated *Desert Newspapers* in El Centro, Calif., is now engaged in classified advertising consultant work for the *Home Reporter* and *Sunset News*, weekly newspapers in Brooklyn, New York.

* * *

DAVID E. EASTERLY, assistant business manager of Dayton (Ohio) *Newspapers, Inc.*—named business manager to succeed CHARLES E. GLOVER, who recently became executive vicepresident and general manager.

* * *

LYNN HOHENSEE, a medical writer for the *Colorado Springs* (Colo.) *Gazette Telegraph*, has joined Shell Oil Company's New Orleans-based public relations staff as editor of the *Shell Record*, a monthly corporate magazine.

* * *

WILLIAM CHERNUS, a reporter for the *Los Angeles Examiner*—named traffic manager for the Port of Los Angeles.

* * *

NATT S. GETLIN, senior vicepresident of the *Philadelphia Daily News*, has been promoted to vicepresident/public affairs of Philadelphia Newspapers, Inc., publisher of the *Inquirer* and *Daily News*.

* * *

ROBERT W. BURDOCK, news editor and political writer for the *Cleveland Plain Dealer*—promoted to managing editor. VILSON HIRSCHFELD, who has been managing editor, is taking a leave of absence. LARDING CHRIST, formerly assistant news editor, will serve as news editor.

LOUIS COX, *Dallas* (Tex.) *Times Herald* sports writer—recently retired.

* * *

LT. GOVERNOR BILL HOBBY, JR., of Texas—named to the South's "Hall of Fame for the Living" honor group, to fill the vacancy of the late Gov. Will Hobby.

* * *

JOSEPH A. LOFTUS, a former reporter for the *New York Times* and the AP—named acting special assistant for public affairs by Secretary of the Treasury George P. Schultz.

* * *

WALTER S. SPIRKO, police reporter for the *Chicago Sun-Times*—recently installed in his 24th consecutive term as president of the Chicago Newspaper Reporters Association.

* * *

WALLY LAGE is the new publisher of the Boonville (Mo.) *Daily News*. He was previously assistant publisher.

* * *

DORIE GREEN—named news editor of the Atlanta (Ga.) *Southside Sun*. She was formerly engaged in the advertising field in the Atlanta area.

* * *

MICHAEL LORZ, formerly a *Columbus* (Ohio) *Citizen-Journal* city hall reporter—named communications director for the Ohio Democratic Party.

* * *

BILL SPENCER, editor of the *Fort Morgan* (Colo.) *Times*—elected 1973 president of the Colorado Press Association.

* * *

BOB ROSS, formerly ski and outdoors writer of the *North Vancouver* (B.C.) *Citizen*, has joined the staff of the *Campbell River* (B.C.) *Mirror*.

* * *

MITCHELL D. KEHETIAN, formerly city editor of the *Macomb* (Mich.) *Daily*—named editor of the *Wayne* (Mich.) *Daily Eagle*.

* * *

ED STOREY, managing editor of the *Newport News* (Va.) *Daily Press*, has been elected chairman of the Virginia AP Newspapers.

* * *

WALLACE HENLEY, a staff assistant to President Nixon, has returned to the *Birmingham* (Ala.) *News* as general affairs editor. He was previously an editorial writer at the *News*.



Kosinski



Tobin



Andrews



Atwood

BERNARD KOSINSKI, executive editor, moves up to general manager of the *Anchorage Daily Times* in a series of promotions announced by Robert B. Atwood, editor and publisher. Managing editor WILLIAM J. TOBIN was named associate editor. Taking over as managing editor is CLINTON T. ANDREWS JR., who is now managing editor of the *Burlington* (Vt.) *Free Press*. ELAINE ATWOOD, presently assistant managing editor of the paper, has been named assistant to the publisher, her father.

* * *

ROBERT K. BRUCE, JR., formerly an education writer for the *Rockford* (Ill.) *Morning Star*—named news bureau coordinator for Central Michigan University's Information Services Department.

* * *

JOHN M. DUNLEAVY, a member of the advertising copy staff of the *New York Daily News*—named advertising relations manager.

* * *

JEFFREY WEXLER, formerly associate editor of the *Hewlett* (N.Y.) *South Shore Record*, has been named managing editor.

* * *

NINA SINGLETON has joined the women's staff of the *Vernon* (Conn.) *Journal-Inquirer*. She was formerly with the *Williamantic* (Conn.) *Daily Chronicle*.

How to protect yourself against Publishers Liability losses

Figure out what you could afford to lose, and let us insure you against judgments over that amount. We're experts in the fields of libel, slander, piracy, invasion of privacy and copyright. We have 5 U.S. offices so we're instantly available for consultation in time of trouble. Drop us a line, and get full details from our nearest office. **Employers Reinsurance Corp.**, 21 West 10th, Kansas City, Missouri 64105. Other U. S. offices: New York, San Francisco, Chicago, Atlanta.

John A. Park, Jr.

Confidential Handling

**Newspaper
Ownership Changes**

(919) 782-3131
BOX 17127 RALEIGH, N.C. 27609

17 Years Nation-Wide Personal Service

How one newspaper tells the consumer food story

By David Nimmer

Traditionally, most newspapers have avoided doing their own tests and evaluations of the foods consumers buy every day. Of course, we have reported what government agencies have to say about canned soup or cranberries or seafood. But until very recently we have stayed away from looking ourselves and instead waited for some government body to do the investigation.

One of the problems has been that it takes considerable time and money for a newspaper to do food-related investigation and research. But once the financial hurdle has been cleared, the methods and techniques become the important consideration.

I think I can sum up in two words how we went about our consumer reporting—Very Carefully. It's a simplistic prescription for this kind of reporting, I know, but it bears some discussion.

Any consumer project begins with an almost textbook, school-room approach. The point is to find out all you can about the product you're going to evaluate. Take ice cream, for instance. We started our investigation at the University of Minnesota's School of Dairy Science.

Among other things we wanted to know: What ingredients are used in ice cream? How is it made? Who supervises its production and packaging? What government regulations are there to ensure quality and wholesomeness?

Then there was our report on canned hams. The research for this project began at the Hormel packing house in Austin, Minnesota.

Again, we wanted to know: What part of the hog is used for the canned ham? What ingredients are put in the can and why? What do the government regulations say about how much cure can be pumped into the ham and how it should be cooked?

With hamburger, our investigation began in the office of a suburban sanitarian and an inspector from the U.S. Department of Agriculture. We wanted to know: What kind of bacteria are found in ground meat and how do they affect the quality of the product? What is found in hamburger besides meat (extenders such as cereal and soy)? What are the regulations and who enforces them?

Initial research crucial

Only after the initial research can you begin to pin down what it is you're going to tell the consumer. And that's crucial to this kind of report—just what is it about a particular food product that we want to

David Nimmer, an investigative reporter for the Minneapolis Star, gave this report February 25 at a food editors seminar conducted by the University of Southern California School of Journalism. The seminar was made possible by a grant from the Pillsbury Company.

test or examine.

With ice cream, our purpose was threefold—to tell the consumer how much "cream" there was in different ice creams (that is the key quality ingredient), how much actual ice cream there was in each half-gallon (government regulations say there must be at least 2.25 pounds) and how that ice cream tasted (dairy science schools have very objective "subjective" taste tests).

With canned hams, we were trying to tell the consumer two things: How much actual meat there was in the can and what a panel of experts thought about its taste.

And with hamburger, we set out to answer two questions: How much hamburger did the consumer get (versus fat and cereal) and how clean was it (bacteria and other contaminants)?

Once you know what the questions are you want to answer, you begin to worry about where to get the answers. In our case, we had to find qualified, competent laboratories whose procedures and reputations would not be questioned. With ice cream, we sought the advice of the University's dairy science department and found a small lab in southern Minnesota which regularly conducted butterfat tests for local creameries. With hamburger, we talked to at least a half dozen laboratories before we found one with the facilities to do bacteria testing. The recommendation for the lab we finally chose came from a suburban sanitarian who was doing similar work with hamburger in his community stores and shops.

With canned hams, we chose a laboratory with whom we had prior experience. This points out the advantage of continued consumer reporting. You get to know who the qualified laboratories are and, with each new project, it becomes easier to locate competent testers.

Once you've picked a laboratory, it becomes important to properly gather and code the samples so that no one can claim later that you might have contaminated the product or in some way abused it before it got to the laboratory. So it pays to spend considerable time talking about the proper methods of collecting the samples, which quite often are elaborate and time-consuming.

Let me use hamburger as an example. Our lab told us that the samples (one-pound packages of hamburger) had to be kept in a cooler with the temperature never exceeding 40 degrees. The night before we picked up the samples at some 20 supermarkets and grocery stores, we took the cooler in a Volkswagen bus and pre-chilled it with dry ice and kept an accurate thermometer in the cooler at all times. When we collected the hamburger the next day, we carefully coded each sample and whenever the temperature in the cooler crept toward 40 degrees we quickly stopped to buy more ice.

We were very careful not to break the seal on the hamburger packages and when we collected raw hamburger patties from our fast food franchises, we took what can only describe as extraordinary precautions to avoid touching the meat.

All practical problems in collecting the samples can be overcome. For instance, we wanted to get raw hamburger patties from our fast food franchises, like McDonald's and Burger King, without unduly alarming the proprietors. So we borrowed a beagle dog from the slot man on our copydesk and took her along in our cameraman's bus. Whenever we pulled up to a hamburger stand, I'd go in and order four "big barneys" for us, and three raw patties for Emily, who was usually at the camper window with her head hanging out. To my surprise, no one raised any question about the raw patties, except for one clerk at a McDonald's who wondered if it was good to feed raw hamburger to a dog.

We collected our ice cream samples on the hottest day in May last year. It was extremely important that none of the half-gallons be allowed to melt, since the texture and the flavor of ice cream is directly related to proper storage. Again, we used coolers packed with dry ice and avoided long lines in supermarkets where the ice cream would melt before we got through the checkout counter.

The point I'm trying to make is that although it may seem to be a pain in the neck, collecting samples has to be done very carefully. Once the samples are at the laboratory, your job is to learn even more about the product—how it's produced, marketed, and regulated once it reaches the grocery store shelf.

Take ice cream, for instance. You'd want to know how many different brands there are in the state. You'd want to know whether one manufacturer makes ice cream sold under several different brand names. You'd want to talk to ice cream producers and find out what, in their opinion, separates a quality ice cream from one that is just fair. You'd want to talk to government officials to find out how often they check to see whether dairies are short-weighting the product or to find out whether all ice creams actually do have the required 10 percent cream or butterfat.

Interpreting tests

The simple point is that the more people you talk to and the more background information you have, the less likely you are to misinterpret the results of your testing.

Interpreting the test results is perhaps the most critical part of consumer food reporting. When we got the results back from our hamburger tests, we found that half of our samples were contaminated with rodent hairs and/or insect parts. That kind of information can be devastating for the consumer as well as the supermarket selling the hamburger. We were careful to point out that this kind of contamination did not mean that the hamburger would make the consumer sick, but it did indicate that there was something wrong with the sanitation practiced some

(Continued on page 34)



1973 Editor & Publisher Color Issue

LET E&P HELP BOOST YOUR COLOR LINAGE . . .

E&P's complete package of editorial content, containing current color data on availability, lineage and advertising success, provides the environment for your promotional advertising.

Start planning your ad copy now and make your space reservations early. Deadline for copy is March 22. Watch your '73 color lineage climb!

EDITOR & PUBLISHER

850 Third Ave., New York, N.Y. 10022 • (212) 752-7050

Consumer news

(Continued from page 32)

where along the way from the slaughterhouse to the supermarket shelf.

We must have talked to at least a dozen sanitarians and government officials who all agreed that there was "no excuse" for finding rodent hairs in hamburger. As one local sanitarian succinctly put it, "you can boil horse manure until it's sterile, but I wouldn't want to eat it."

In almost all of our hamburger samples, we found bacteria counts upwards of 10 million. We again were careful to say that most of the bacteria would be destroyed by cooking but pointed out that hamburger with higher bacteria counts would have a significantly shorter shelf life in the refrigerator. To arrive at that conclusion, we interviewed a half dozen bacteriologists from the University of Minnesota, the University of Wisconsin, and the U.S. Department of Agriculture.

Sanitarian assists

We also secured the results of similar hamburger tests done by the suburban sanitarian we had talked to earlier. He was, we were delighted to learn, quite outspoken in his crusade to "clean up the meat" sold at supermarkets in his suburb. We published his results along with ours.

With ice cream and canned hams, we added a subjective taste test. Let me hasten to add that we didn't collect 10 people off the street and ask them to eat ice cream and ham sandwiches. We went to the food science department of the University of Wisconsin, which regularly conducts such taste tests—they call them "sensory evaluations"—for the people who manufacture food products.

Incidentally, the University of Minnesota refused to do these sensory evaluations

for us, claiming—on the record—that they were too sophisticated for the average consumer to understand. Off the record, the University of Minnesota personnel admitted they were afraid of losing research grants from private industry if they participated.

The University of Wisconsin agreed to participate only after they were assured that we would take the time to understand how their evaluations were conducted and that they could examine the story based on their tests before publication. The agreement was that the university personnel could change any errors in fact or misinterpretations but could not tamper with the editorial content or approach of the article. Our relationship with the University of Wisconsin was excellent. The professors who participated in the taste panels were pleased with our reports and offered a few minor changes to the rough drafts we sent them.

The university teams actually ranked the different brands of ice cream and canned hams, according to very specific criteria. They deducted points from a theoretically perfect score and matched the final points up with rankings of excellent, good, fair and poor.

Tested martinis

I think, after 10 months of consumer investigative reporting, our team finally put everything we learned all together when we looked at martinis—where you could get the biggest and the best in town. Although we did this one for the fun of it—to break up the very serious topics we had covered—our techniques were just as careful. First we secured urine sample bottles from a drug house, which were calibrated in fluid ounces.

Next we carefully put together a list of 18 saloons in Minneapolis and suburbs. Two of us went out to each, armed with a briefcase, a funnel and a supply of bot-

tles—each carefully labeled with the name of the bar. We ordered two extra dry gin martinis—straight up. This way we wouldn't have to worry about melting ice. Next, we unobtrusively took out the bottle, put in the funnel and dumped the martini in.

Getting the right technique took a little time. At two saloons, I managed to dump two large drinks on the crotch of my pants. The funnel was too small, we discovered. Once we got all the samples, we assembled a panel. Incidentally, finding volunteers was no problem. We picked two bartenders and a newspaper columnist judges. They all, they claimed, liked their martinis extra dry—really just gin on the rocks.

The night our report was published we stopped for a drink at the place which, according to our survey, had the biggest and the best in town.

They were two deep at the bar.

It was, I contend to you, the very best of evidence that people do read and comprehend consumer investigative stories.

Reporter barred from covering newsman's talk

A lecture by William V. Shannon of the *New York Times* on "the loss of credibility in the U.S. government" to a journalism class at Indiana University, took an ironic turn when a reporter from the *Bloomington Daily Herald-Telephone* was barred from covering the event.

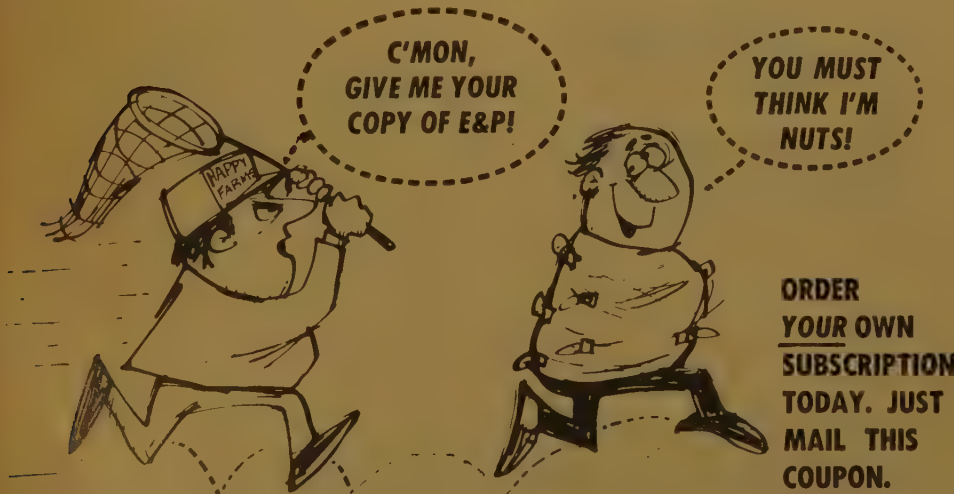
The lecture on February 20 was sponsored by a grant from Nelson Poynter, chairman of the board of the *St. Petersburg (Fla.) Times*, as part of a series of three lectures on credibility losses in American institutions.

Professor William Miller, director of the program, refused to permit the reporter from the *Herald-Telephone* to attend the lecture in the university's Business Building. Miller explained that Shannon, a member of the *Times*' editorial board, had requested the press not be admitted because he had been misquoted in the past while addressing students.

Nevertheless, at least one other media representative was present at the event.

Richard Gray, chairman of journalism department, said the next day he would take steps to insure open sessions in the future. He further explained the preceding night's mishap was a misunderstanding that would be cleared up immediately.

Herald-Telephone city editor Ric Manning gave the paper's side: "It was, as Gray said, a misunderstanding, and it was subsequently cleared up. However, what we find somewhat strange is that while Professor Miller was evicting our reporter, Mr. Shannon was standing not five feet away. Now, you might expect Mr. Miller, as a non-newsman, not to have a press orientation. But we were surprised at the response of Mr. Shannon, who as a representative of a paper that has had its own troubles with censorship, should know better."



EDITOR & PUBLISHER, 850 Third Ave., New York, N. Y. 10022

Gentlemen: Please start my subscription now, addressed to:

Name

Address

City State Zip

Company

Nature of Business

**\$10 a year, U.S. and
Canada; all other
countries, \$25 a year.**

☐ My remittance is enclosed.



The message was love, and Rhonda heard it loud and clear

When Chattanooga people heard about 3-year-old Rhonda Smith's hearing problem, they didn't just sit there.

They collected 1400 books of S&H Green Stamps so Rhonda and other children with hearing difficulties could use special trainer hearing aids, which we arranged to get at cost from local dealers.

Did it make a difference? Rhonda could speak only four words until she got her hearing aid. Now she's really learning to talk.

Do you know of a group working on a worthwhile project? We'll be glad to help through our group savings program. Just write: Mrs. Arlene La Tourette, The Sperry and Hutchinson Company, 330 Madison Ave., New York, N.Y. 10017.

Sperry and Hutchinson 
The Encouragement Company



At every stage of the media-selection process
wouldn't you like to be
at the decision-makers' desks?



You can be.

Here's how:

Whether planning, comparing, buying or supporting his decisions, the buyer of advertising needs all the reliable, up-to-date information he can lay his hands on.

Right now. Wherever he may be.

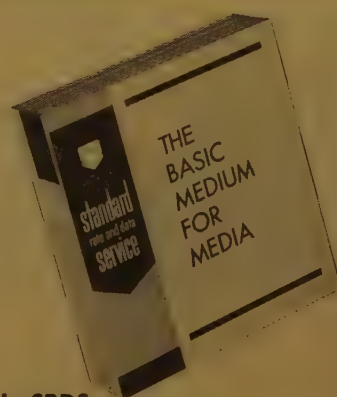
95% of agency people, 75% of advertiser personnel use SRDS at every stage of the media-buying process in which they may become involved. In every survey made by media, quizzing their own prospects for new or renewed schedules, the respondents themselves have explained why:

Standard Rate is always accessible.

They use *all* the reliable information it contains; listed data and factual ad copy alike.

And because of Standard Rate's reputation for accuracy and integrity, they tend to believe what they find in it.

With informative copy that puts flesh on the bare bones of your listed data in Standard Rate, you greatly improve your chances of winning a coveted post on the first-cut roster of candidate media; holding or improving your ranking right through to the final contract.



In SRDS

you are there
selling by helping people buy

**STANDARD RATE & DATA
SERVICE, INC.**

*the national authority
serving the media-buying function*

5201 Old Orchard Rd., Skokie, Ill. 60076

Reporter draws 'local' cartoons in idle time

By Walt Belcher

Cartoons with a local flavor were on Jerry Alexander's mind even back in the early 1940's when he drew his first on a school blackboard.

He still draws but as a one-man syndicate supplying "local appeal cartoons" to 10 weekly and 7 dailies in 16 states on a moonlighting basis.

Alexander, who is also a full-time reporter for the *Anderson (S.C.) Independent* in the Piedmont section of South Carolina, is a self-taught artist. Alexander was "born and reared in a southern mill village." He says he gets much of his cartoon material from his experience as a reporter.

The cartoons started as a hobby and Alexander uses the term "moonlighting" literally, because the only time he has to draw is late at night after the last story is filed.

Typical day

On a typical news day, he may travel 100 miles through two counties in the northwestern tip of South Carolina which comprise his beat. As chief of the Oconee-Pickens Bureau, he must cover ten small towns, farm news, major crimes and developments in the governments of two county seats.

Late at night after the last story is filed from his home office in Seneca, S.C., Alexander pulls out scraps of paper on which he jotted down cartoon ideas during the day.

"Most of my cartoons are drawn after the kids are in bed and the wire machine is quiet," he says, "I usually sit with one ear to the police monitor and work on the cartoons."

Ideas for cartoons come to him throughout the day and often when the discussion at city council gets a little dull, Alexander will sketch in the middle of his notes.

"I never had a formal art lesson," he says, "but I have exhausted every book available on the subject."

"The cartoons started out as a hobby and they are still secondary to my work with the newspaper."

Alexander joined the staff of the *Independent* in 1970. He had not previously worked in the journalism field, but had always been fascinated with newspapers.

He started drawing editorial cartoons for his hometown newspaper and soon began drawing for weekly newspapers in neighboring counties. Surprised with the success of his early efforts, Alexander began taking his family on "mini-trips" to show off his art in Georgia and North Carolina.

After developing contacts in those states, he campaigned by mail and now his cartoons appear regularly in newspapers in Texas, Oklahoma, Arkansas, Kansas, Kentucky, Tennessee, Mississippi, Missouri, Florida, Virginia, West Virginia, Louisiana, Georgia and North and South Carolina.

He has one subscriber, *The Times Independent*, in Moab, Utah.

In a cluttered office, surrounded by cartoon "ideas" hastily drawn on envelopes, grocery sacks and scraps of note paper, Alexander produces approximately three "general local appeal" cartoons per week.

These are mailed to the weeklies and to seven dailies which balance their editorial pages with a local slant.

"I try to draw things that will appeal to the people on a local level because most of the readers of weekly newspapers want to see something about their town or county."

"Problems are the same throughout the South and Midwest—the environment, higher taxes, drugs and local economy. One of my best and most requested cartoons recently dealt with renewal of downtown shopping areas in small towns."

"I use a subtle approach with nothing heavy or controversial," he says, "My characters are based on the little guy—the taxpayer or a rural county or city."

Alexander says he comes from a background which is similar to his audience and he uses his own feelings as a yardstick.

"I feel that people would rather see something that involves them on a local level rather than what is happening in Washington or Paris."

"I will do specific cartoons dealing with local issues on request, but the editor must send me background and photos of the personalities involved," he says.

On many cartoons there is a blank space in which the editor can insert the local city or county name. Alexander has a new project under development which concerns a comic strip based on life in a mill village. "I think this will have an appeal to many of the textile audiences in the South," he said.

Syndicate acquires book publishers

Universal Press Syndicate of New York has acquired Sheed & Ward, Inc., a New York publisher of books in religion and social science areas.

Syndicate president John P. McMeel, announced the purchase for an undisclosed cash sum. McMeel said that the book publishing will be operated as an editorially independent subsidiary under the Sheed and Ward imprint, to which other imprints will be added.

James F. Andrews will head Sheed and Ward, Inc. as president and editor-in-chief. Andrews, who is editor, executive vicepresident, and member of the board of UPS, will continue in those positions with the parent company. Andrews is a former Sheed and Ward editor.

Puzzled?

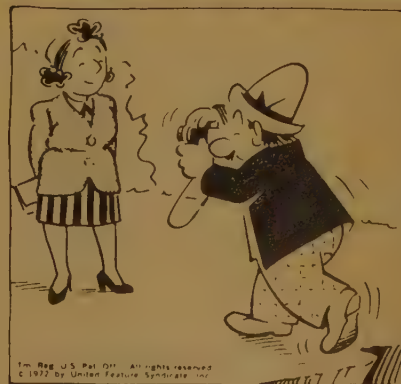
No need to look any further for the answer to building and keeping reader loyalty.

WORD GAME

fans would sooner give up their coffee break than miss this habit-forming feature. WORD GAME will get you miles of circulation with only two inches of space. Ask for samples.

(daily and Sunday)

FERD'NAND by Mik



THERE ARE NO WORDS TO EXPLAIN THE UNIVERSAL APPEAL OF THIS POPULAR PANTOMIME COMIC STRIP.

(daily and Sunday)

UNITED FEATURE SYNDICATE

220 E. 42nd St. New York, N.Y. 10017
212-682-2030



Everything is under one roof

The Findlay (O.) Republican-Courier moved into new quarters March 5.

The six-day morning newspaper combined operations in one building after utilizing two locations during the past six years.

Activities at a downtown location, where the newspaper has operated for more than 60 years, were closed out and moved six blocks away to an expanded facility where the newspaper's press operations have been conducted for the past several years.

The building which housed the newspaper's press and related activities was constructed six years ago and was expanded three-fold in the present modernization program.

The newspaper is printing on Dynaflex plastic plates. The new plant completes a modernization program underway for several years.

Typesetting is completely handled on Compugraphic equipment. The installation includes a Compuscan model 170 scanner, Mohrtext VDT, and Digital PDP8 in its typesetting function.

The new building includes corporate offices for the parent firm, The Findlay Publishing Co., which also operates two radio stations, WFIN in Findlay, and WCSI in Columbus, Indiana. Accounting activities for all the operations are consolidated in the new building, and will be handled on PDP8 equipment.

The newspaper's new site includes a railroad siding for direct delivery of newsprint into the plant.

275,800 lines of ads sold in progress issue

The 1973 Progress Edition of the Wheaton (Ill.) Daily Journal set a new single issue record. The edition contained 14 sections and 172 pages with 275,800 lines of advertising.

According to Arnold DeLuca, general manager, the ad space was sold in 37 working days by the regular four member display staff assisted by three members of the classified staff.

No price merchandising ads were accepted in the edition with the exception of the real estate category, DeLuca said.

Special emphasis in the news columns was placed on the major developments of the past year and projections for local governmental bodies, schools churches and community organizations of the area.

Gough, 73, dies

Robert E. Gough, 73, vice president and general manager of the New Orleans Times-Picayune Publishing Corp. died February 28. Gough, who started his career as a want ad clerk, marked 50 years of service with the Times-Picayune and States-Item in May, 1970.

Heads NEA promotion

Marnie Fouse has been named promotion manager of Newspaper Enterprise Association. Ms. Fouse, who joined the company in 1964 as a promotion copywriter, has been serving as promotion editor in the Cleveland offices of NEA. Previously, she was a reporter for the Kansas City Star.

"LETTERFLEX and photocomp in 53 days"



"LETTERFLEX makes conversion a pleasure," says Chet Achord, Project Manager for Harte-Hanks newspapers.

"Grace engineers assumed the responsibility including all press modifications. They even assisted us in the camera and composing departments.

"Only 53 days after signing contracts, we had converted both the *Ypsilanti* (Mich.) Press and *South Middlesex News* (Framingham, Mass.) to cold type and LETTERFLEX.

"Another of our papers, the *Hamilton* (Ohio) Journal News was producing 100% of its paper by molding mats from LETTERFLEX pattern plates within 49 days.

"LETTERFLEX was an essential ingredient in the success of the conversions."

If you're ready to make it with LETTERFLEX, get in touch with us now.

GRACE

LETTERFLEX SYSTEMS
W. R. Grace & Co.
Clarksville, Maryland 21029



LETTERFLEX SYSTEMS
... make letterpress make sense

CRT editing terminal introduced by Singer

The graphic systems division of the Singer Company has added a CRT Editing Terminal to its list of products.

Designated the Singer 9400 Terminal, the unit is designed to satisfy all requirements for correcting, editing, proofing, and imposing of text and functions before the actual typesetting with one input tape and one, final, correct output tape. The stand alone design of the Singer 9400 offers unlimited compatibility with wire service or locally keyboarded copy, and the input/output coding flexibility enables the terminal to drive virtually any phototypesetter or linecaster.

Three functions can be carried out at the same time: reading in a paper tape, editing the material already stored, and punching a corrected tape for input to the typesetter. Each block of copy, after editing, can be punched without deleting the remaining stored copy.

Text input to the terminal is by the paper tape reader or the keyboard. An optional OCR adaptor is also available. Output to the typesetting equipment is by a paper tape punch. Input and output is 6-, 7-, or 8-channel paper tape with coding tailored to the structure specified by the user.

The CRT display is a 14-inch diagonal screen with monospaced characters presented in approximately 14 point. The standard total storage capacity is 5120 characters. The display capacity is 32

lines with 80 characters per line with a total of 2,560 characters maximum (one half of the total storage), on the screen at any one time. Although display capacity is 2,560 characters, the scrolling feature allows the text to be rolled up or down the screen and still maintain the full 32 lines on the display screen. Memory can be added to increase the total storage capacity to 10,240 characters.

A special hide function feature enables the operator to hide the typesetter function codes on the screen so that the operator can work only with text.

The 9400 Terminal has a full complement of upper and lower cases alphanumeric, punctuation, and a set of special symbols. Symbols can be added or modified to meet user requirements. The keyboard has a light touch which is comparable to that of an electric typewriter.

"LETTERFLEX cut our operating costs 30%"



"LETTERFLEX changed our minds about offset," says Ed Ray, Production Manager of the *Hollywood (Fla.) Sun-Tattler*.

"LETTERFLEX gave us the best looking paper at the lowest possible cost, for many reasons...

"Labor costs are lower because platemaking is automated and press operation is much simpler.

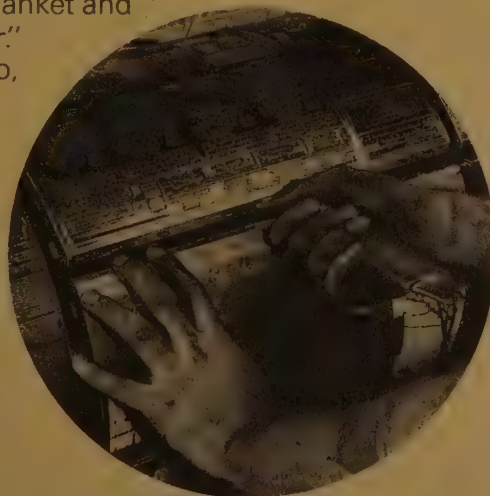
"Paper waste is half that of offset, saving a paper our size about \$15,000 a year.

"Ink costs are less. We need no special chemicals to maintain the press. Blanket and roller life is much longer."

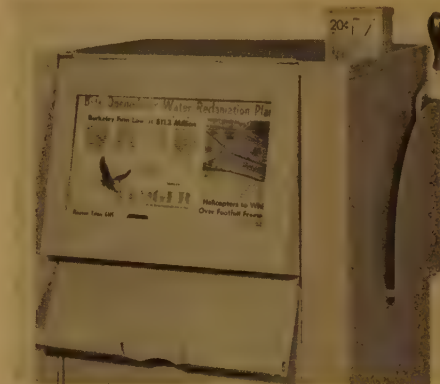
Add it all up and you, too, will discover that LETTERFLEX makes a lot of sense. Get in touch with us now.

GRACE

LETTERFLEX SYSTEMS
W. R. Grace & Co.
Clarksville, Maryland 21029



LETTERFLEX SYSTEMS
...make letterpress make sense



Vending machines sell one paper at a time

A newspaper vending machine that dispenses one paper for each payment has been introduced by The Dutro Company.

Called, Newsvend, the new machine is largely theftproof as well as foolproof, according to Orville and Lyle Dutre and Bill Hewsen who have turned their attention to newspaper distribution after some 40 years of work with equipment which produces newspapers.

The publisher may choose his own arrangement of coin slots to cover daily and Sunday issues. The coin receptacle is inside the locked steel cabinet, and, weighing 125 pounds.

The machine handles standard and tabloid papers of 16 to 180 pages; with slight adjustment, papers of fewer pages may be handled.

One paper is displayed in window in the device. When the last copy from the stack inside is sold, the displayed paper is delivered, exposing a "Sold Out" sign.

Addressograph will sell Datatype unit

Datatype Corporation has announced an agreement under which Datatype has granted to Addressograph Multigraph Corporation, Varityper Division certain rights to market Datatype's DFR-300 Optical Reader for printing applications in the graphic arts industry. Addressograph Multigraph's marketing obligations are contingent upon satisfactory completion of a product evaluation program.

The Weekly Editor By Margaret Cronin Fisk

TRUTH DRAWS FIRE IN GEORGIA

Four years ago, 50 members of the *Long County* (Ga.) community got together and started a newspaper "just to print the truth." In February, perhaps proving that truth is often a perilous commodity to peddle, the *Long County Press* was burned down.

Editor William P. Durrance charged arson, linking the Press fire to 10 other burnings in the last four years and threats of arson to many other Long County businesses, particularly Press advertisers.

Durrance also charged that the Ludowici mayor had the Press building's fire-scarred walls pushed in to hide evidence of the arson before the state fire marshal could investigate. The Long County Press is published out of Ludowici, in Southeast Georgia.

The Ludowici mayor denied the charge of hiding evidence, but the sheriff agreed with Durrance on the source of the Press fire and the other burnings.

"They've all been arson things, I know. But it's mighty hard to catch arsonists. Those are some tough cases," he said.

The Long County Press is also a tough case—despite \$8000 in damages to the small, 500-circulation weekly, publication was not interrupted.

Vows to continue

Durrance said "this isn't going to stop us. We set up the paper to tell about the corrupt politicians and we're going to keep right on."

Durrance said that four years ago when the paper started "Long County had a bad political situation." He charged that the county political machine bought votes and used phony absentee ballots.

Durrance's wife Nona, a Press staff member since the paper's beginning, added that the public never knew "what was going on in the courthouse. And we couldn't get nobody in office except the same crew."

Mrs. Durrance said the County had a political boss for 25-30 years and although he died the political machine kept grinding on.

Juries, she said, were composed of illiterates hand picked by machine people. "All through the circuit you can't get a conviction out of a jury."

She also said that public officials were appointed less for qualifications than service to the machine. The sheriff was a seventh grade teacher and peach farmer before becoming sheriff.

"During the peach season," she said, "you have to call him long distance or go out to his peach stand to carry on business. He was a good teacher but he's a lousy sheriff."

Election victories

However, in the last election, she said, the anti-boss faction, supported by the Press, elected three county commissioners (of five) and a new clerk.

As the burning would indicate, that political success has come at a price. Mrs. Durrance noted the lack of advertising in the press. "Advertisers are too scared, they figure they'll be burned out." However, the Press is now getting some legal advertising.

In addition to political news, the Press includes social columns and stories on the county's origin. Much of the reporting is done by volunteers from the Long County Men's Club and the Women's Club—they also had an integral part in founding the Press.

The Press normally runs four tabloid pages, going up to 20 during election campaigns. Durrance noted "There's always a lot more of our kind of news on election years."

Durrance estimates that about 80 percent of the 3500 population community takes the paper "but 100 percent read it."

Weekly sales

Tim Curtin has bought out his two sister's shares of the *Watonga* (Okla.) *Republican*, and now shares ownership with his mother, Dr. Virginia Curtin. Curtin is the co-publisher of the paper.

The *Alpine* (Calif.) *Sun* has been sold. The new owners are Fred Teckemeyer and Rex Jones III, who bought the weekly, circulation 1300, from Mr. and Mrs. Clarke Irvine.

Teckemeyer is a former retail ad salesman with the *Indianapolis Star-News* and the *San Jose Mercury-News*. Jones is a San Diego attorney, and great grandson of a *New York News* editor.

Alpine is 30 miles east of San Diego. The sale was handled for the buyers by Joseph A. Snyder, Anahiem newspaper appraiser and broker.

Patrick Luft, previously the publisher, has bought the *Exira* (Ia.) *Audobon County Journal* from Robert Robinson, Bruce Polly and R. M. Anderson. The Journal has a circulation of 927. Luft had also served as manager of the paper for the past two years.

Jack Ferry and Associated, Ltd., has purchased the *Kerrisdale* (B.C., Canada) *Courier* from veteran newsman Bill Forst. Ferry has also purchased the Vancouver *Gastown Guardian*.

The *Idaho County Free Press*, of Grangeville, Idaho, has been purchased by Robert and Marilyn Stolley. Stolley is the former advertising director of the *Idaho State Journal*.

Owners of the Free Press for 48 years have been the E. M. Olmsted family. Since Mr. Olmsted's death in 1949, sons John L. Olmsted and Eugene Q. Olmsted have owned and managed the paper.

The *County Courier*, Damascus, Md., has been sold to Damascus Publishing Company, Inc. by The Courier Publishing Company, Inc. Courier Publishing, the original owner of the newspaper, becomes a stockholder of Damascus Publishing as part of the sale agreement. The buyer has been managing the 5,000 circulation weekly since November. Mahlon G. Anderson and James E. Skillington, both directors of Damascus Publishing Co., will continue as co-publishers of the newspaper.

The *Norwich* (Conn.) *Bulletin* has arranged for the acquisition of the weekly *Windham County Transcript*, Danielson, Conn., for an undisclosed sum. The Transcript, established in 1848, has a circulation of about 3,300, and has been owned in recent years by the Herklots family. Adriaan R. J. Herklots is the present editor and publisher.

The *Eaton* (O.) *Register-Herald* has been sold to Brown Publishing Company by Harold V. Sell and Clarence E. Oldfather, the publishers since 1947. Brown Publishing is owned by Congressman Clarence J. Brown, who said that Albert L. Meyers, production manager of the *Urbana* (O.) *Daily Citizen*, had been named publisher of the 152-year-old paper. The paper has a circulation of 6420. Meyers will be succeeded by David J. Wright as commercial manager, the current editor of the *Urbana* paper. He in turn will be succeeded by Nick Walker, who has been with the paper since 1964.

The *Alpine* (Calif.) *Sun*, published by Mr. and Mrs. Clark Irvine for 20 years, has been sold to Fred Teckemeyer, San Diego manager of Coakley-Heagerty, Inc., a San Jose based advertising agency, and Rex Jones, a San Diego attorney, and their wives.

Clayton Willis, publisher of *The Four Corners Chieftan*, weekly newspaper, has sold the 5,000 circulation publication to Hans Von Mende of Boulder. No purchase price was announced. Von Mende, a member of a Denver law firm, will take over the paper in Ignacio, Colo. located in the four corners area (Colorado, Utah, Arizona, New Mexico) within the Southern Ute Indian Reservation. Former publisher Willis is director of public affairs for the President's Commission on Fire Prevention and Control and a consultant on American Indians to the Justice Department. Before taking over the paper a year ago, Willis was a reporter and critic for the *Albuquerque* (N.M.) *Tribune*.

Editor's firing protested

The executive board of the Cleveland Newspaper Guild has adopted a resolution protesting the firing of William Marshall, former managing editor of the *Euclid* (Ohio) *News-Journal*. (E&P, March 3).

Marshall has said that he was fired because of the intervention by Euclid officials who were displeased with his editorial stand against City Council's plans for redevelopment of a public housing area with expensive homes.

BEARDING THE ORACLES

One of the sharp commands in Strunk and White's *The Elements of Style* is that *Jr.* must be set off by commas (e.g., James Wright, Jr.); I believe this to be wrong, although it is true that until recent years, at least, it was customary.

Prof. Strunk wrote that the reason for this rule is that *Jr.* is always parenthetical, and parenthetical expressions must be set off. But *parenthetical* has no precise meaning in grammar, and he started his general discussion by admitting that his rule is difficult to apply.

The point at issue here, it seems to me, is whether *Jr.* is or is not a restrictive modifier; that is, whether it limits or refines the name it modifies. It seems clear that *Jr.* is restrictive; it differentiates someone so designated from his father, who is *Sr.* Since restrictive modifiers are not set off, *Jr.* should not be set off and often is not; this idea is by no means the invention of your correspondent).

Let us dispense with grammatical arguments for the moment and look at some analogies. Would we write *Richard, III* or *Richard, the Third* or *William, the Conqueror*? Unthinkable. Yet, to my mind, *III* and the *Conqueror* are chose modifiers that are precisely analogous to *Jr.*; *III* distinguishes a particular Richard from others, and the *Conqueror* distinguishes a particular William. Thus both *Jr.* and *Sr.* should likewise be used without commas, Prof. Strunk to the contrary.

Prof. Strunk, after all, was not infallible, even if he did teach E. B. White and many others some useful things about writing. Nor is Mr. White infallible, as I am sure he would be the first to agree, even though he is surely one of the most graceful stylists writing in English. Nor, for that matter, am I, and I will be glad to hear from anyone who can controvert my reasoning on this matter.

Prof. Strunk said also that it is permissible to omit the comma in *6 April 1958* but not in *April 6, 1958*. This is an arbitrary distinction that cannot be defended by reason. (Although he argues for *6 April 1958* as the preferable way to write a date, because it separates the figures and makes for clarity, somehow the public does not fancy it; only the military and government agencies use this form.)

Keyword Words

"A fairly new usage among educated people, scholarly lecturers, newscasters over the major networks) is the unresolved *as far as*. ('As far as its capacity for doing more than speeding up the process of mathematical calculation, it is doubtful that in our lifetime the computer will become more than a toy thinker.') The usage is beginning to make its appearance in scholarly manuscripts. When the editor searches in vain for 'is concerned,' he gives up and, if the phrase introduces the sentence, probably changes *as far as* to *as for*.

"The editorial ear is offended by that usage because it is (1) uncontrollable; (2) it is increasing among educated (if not cultivated) speakers and writers; and (3) although it appears to have originated from below as an outright careless error, it is gaining respectability as an idiom used by good speakers of English in preference to *as for*."—David Horne in *Scholarly Books in America*, April 1968.

Mr. Horne's comments apply equally to *hopefully* as it displaces *it is hoped*, *we hope*, etc., and to *could care less* as it displaces *couldn't care less*. Whatever else may be said about them, the appearance of misuses in scholarly contexts does not give them any cachet. Nowhere do misuses take root more quickly than in the rich fustian of scholarly prose.

N.Y. News objects to use of its logo

The *New York Sunday News* objected March 11 to the use of its logotype by the *Sunday Times* of London, whose magazine supplement a week ago used a cover made up to look like the Daily News front page. The cover served as an introduction to an article about violence in New York.

The News said its logo had been used without permission and that they had never published the front page represented by the Times. The News denied any connection with the picture story and article in the London paper.

Michael Rand, art director of the London Times Sunday Magazine, said his department had decided a mock-up of a Daily News front page was a good way to illustrate an article about violence in New York.

Rand assured the News that no disrespect was intended and that "on the contrary, we are admirers of the bold front pages, strong headlines, and striking pictures of the New York Daily News."

Reporters to sit behind glass in model court

A \$464,000 "courtroom of the future" is currently being constructed at the University of the Pacific's McGeorge Law School in Sacramento, California.

Scheduled for completion in June, the facility, described as "the first of its kind in the nation," features several innovations designed to aid newspaper coverage.

Among the features incorporated in the new facility are a special viewing area for newsmen who will observe proceedings from behind one-way glass "to reduce interference and increase the view."

During deliberations, jurors will have videotapes available to freshen their memories of events. The tapes will be used as instant-replay transcripts, replacing written transcripts prepared by a court reporter, and would be accessible to the press.

House restricts secret meetings of its panels

A resolution by five U.S. Senators to open all Senate committee meetings to the public unless closed by a public vote of its members, was defeated by a vote of 47-38 on March 6. The Senate passed instead a rule that would permit individual committees to open their meetings if voted by the majority. The vote on this measure was 91-0.

Heeding the pleas of reformers to "let a little sunshine in," the House of Representatives voted March 7 to place strict limits on closed meetings of its own committees.

The measure, proposed by Rep. Dante Fascell (D-Fla.), was passed 37-27. The rule provides for all committee or subcommittee hearings to be open to the public and press unless the membership votes to close a session because testimony or other evidence might "endanger national security." The other major provision opens up all committee or subcommittee mark-up sessions, at which votes are taken on a bill section by section, unless otherwise voted on by the membership. In both cases, a quorum is necessary.

The new rule is basically the same as one endorsed by the House Democratic caucus several weeks ago, with two changes; first, the vote may be taken either the day of the meeting or at a previous session, while as originally proposed, a vote was required on the day of each individual session; second, outside technical experts, such as administration officials, are permitted to remain during closed mark-up sessions; the original rule excluded all but committee members and staff.

The move by the House, coming on the heels of the Senate rejection of a similar proposal, followed a lusty, day-long debate. It is expected to markedly reduce the number of sessions from which public and press can be excluded.

ITU local in Owensboro rejected by 22 to 1 vote

Eighteen months after a strike began, composing room employees of the *Owensboro Messenger and Inquirer* have voted to decertify Local 622 of the International Typographical Union as their bargaining representative.

Members of Local 622 struck the newspaper on April 26, 1971, concerning new contract negotiations. The last agreement has expired on December 31, 1970. The strike was preceded by 17 negotiating sessions, first of which was held November 23, 1970.

In August, 1972, the union filed unfair labor practice charges. Board agents conducted an investigation, and found that the newspaper had neither locked out the union members nor failed to bargain in good faith in regard to jurisdiction over new equipment.

One of the principal issues between the parties in the negotiations of the new contract in early 1971 was the issue of whether or not the composing room foreman should be a union member.

Whatever the late Julius Adler's expectations may have been concerning the Times, Mrs. Sulzberger and her husband quickly settled the issue by voting in Sulzberger as the publisher, Mrs. Sulzberger recalled with a slight smile.

"Most of our family has always worked in one way or another on our papers. When my father started with the Chattanooga Times, my mother wrote book reviews and verse for the paper. She got the paper into a suit once, but it was settled out of court.

"My grandfather, that is, my father's father, also worked on the Chattanooga paper as an accountant. He didn't mind working for my father, as grandfather always retained the respect of his children. Punch's son has done some newspaper work, too. He has worked in the summer briefly on the *Daily Telegraph* in London and on Mr. Reston's weekly at Martha's Vineyard, the paper Mr. Reston says he has bought for his retirement." James Reston, as vice president of the Times, is the highest ranking editorial member of the staff of the paper, and is one of its Washington columnists. Mrs. Heiskell has an office at the Times as its director of Special Activities.

High points recalled

Mrs. Sulzberger reflected for a time when asked to recall high points in the Times' history. "You can begin with the Pentagon Papers and move backwards. I remember so many big stories. There was Commodore Peary's arrival at the North Pole in 1909, while the opposition had Cook's story, which turned out to be a fake.

"My father was keenly interested in exploration, so we carried a lot of news like Byrd's Antarctic flights and Amundsen's trip to the South Pole. Dick Byrd wouldn't fly without a Times' contract for his stories; he thought it was good luck. The Times was the first to publish news that came by radio, and it printed a banner headline, 'THIS NEWS RECEIVED BY RADIO.'

"Father's goal was a newspaper which published the news 'without fear or favor,' as the expression goes. He was content to remain an anonymous personality and let the paper speak for itself by reporting all the news and all points of view of all creeds and interests. This idea is being carried out today, and Op-Ed [opposite editorial] page is the latest example. The page seeks opinions of people who reflect all sides of a question.

"This is the same reasoning as was behind my husband's determination to keep an 'open shop' in the news and editorial staff, that is, so that those who wrote for the paper would be both pro and anti-labor, Catholic, Protestant, Jewish, black, white, yellow. Each is influenced by his own prejudices, which he may not even know he has, and the prejudices of one counteract those of the other, he hoped.

"One of the most important things the Times did was during World War II, when the paper shortage restricted the number

of pages that could be printed. My husband decided that the Times—he always preferred to use the name of the paper rather than the personal pronoun—would not cut news coverage and would maintain the status quo in editorial content. Ads were turned down if it meant taking space from the news columns.

"The *Herald Tribune*, on the other hand, went all out for advertising and cut its news. The readership follows the news, so after the war the advertisers came to the Times because they wanted the widest circulation. The Times' decision was not just the best one from the business point of view, it was the right thing to do, and it was made for that reason. The Times had a responsibility to keep people informed.

"Of course, you can't please everybody, no matter what you do. When the Spanish Civil War was on, my husband used to get so many letters complaining about the Times' coverage. Now we had people reporting from both sides—Herbert Matthews, who was with the Loyalists, and Bill Carney with Franco. But sometimes it seems that people read only the news about the side they don't agree with. My husband would answer complaints by sending clippings of the Times stories from the side the letter writers favored.

Responsible for women's news page

Mrs. Sulzberger unhesitatingly takes pride in having initiated the Times' regular coverage of women's news. "There was a period when I actually worked on the Times. It was during World War II when so many people had to leave to go into the service. My husband asked me to come down and help out, so I did. I worked in promotion, especially with women's groups and clubs and activities that were organized in connection with the paper.

"The *Herald Tribune* was regarded at that time as having an edge so far as women's interests were concerned, and Helen Reid was active on that paper. I was assigned to counteract that. I did organize a good many women's activities and events, but my hardest job was to get Edwin James, the managing editor, to print news about them. He always maintained that it was not news, at least not the sort that readers would buy the Times for, but I thought it was. Eventually, with strong backing from my husband, women's news gradually appeared regularly in the paper. It was a revolutionary idea to Mr. James, and he fought it valiantly in the spirit of the Southern gentleman that he was.

"When I started working regularly, my husband said, 'You know your job doesn't warrant asking you to the publisher's luncheons,' and I replied that that was fine with me. So I often ate in the Times cafeteria, which I thoroughly enjoyed. It gave me the opportunity of pleasant contacts with many employees I otherwise would not have met."

She early made one attempt to join the editorial staff of the paper. Fresh out of Barnard, she wangled a job as a reporter from Carr Van Anda, then managing editor. She was fired promptly by her father, who didn't believe in women working on a newspaper, or anywhere, as long as a man in the family could support them. However, Mrs. Sulzberger writes for publication

in The Times up to this day. She sends letters to the editor under *nom de plumes*. Usually she signs with the names of deceased relatives. The subjects range from politics to zoos—which she is against.

As might be expected, Mrs. Sulzberger's daily life is closely tied to that of her family, although she lives alone with her staff in her apartment.

"I'm an old lady, and I've retired from most of the boards I was on, but I'm a busybody, too, and I like to keep in touch with things. I spend a lot of time here in New York in my apartment, and in my home near Stamford. My daughter, Judy, practices at a Stamford hospital.

"My son has a house near mine in Stamford and an apartment in town just a short distance down Fifth Avenue. My oldest daughter has a home in Darien, Conn., and an apartment in town. So my family is mostly quite near, and I see them frequently here and in Connecticut. Also I go down to Tennessee from time to time to visit my daughter, Ruth. We get along very well. I have no complaints on that score.

"I don't set out to have a full day of activities and appointments. Recently I heard about a course telling you how to ration your time to get the most out of each day. I'm not interested in that sort of thing. I want to waste part of my time doing whatever strikes me at the moment.

"Occasionally I go out to the theater, but I don't get much out of it because I can't follow all of the dialogue because I'm somewhat hard of hearing. I like to travel, and I'm counting on doing more of it. I've been to Europe many times, all over Latin-America, Russia twice and Hong Kong once, but never to China. I'd like to do that soon."

Although her public appearances and her visits to the Times are now rare, Mrs. Sulzberger plans to attend one special event every year. That is the annual meeting of the Times' stockholders, where her appearance creates as much of a stir among the Times's executives and editors as it does among the shareholders. The year's 77th annual meeting of the stockholders will be held, as usual, at Town Hall in New York City, on April 24.

Increased costs, squeezed earnings and tough contract negotiations on the Times are among the expected topics. No matter, Mrs. Sulzberger takes a serene view of the future.

"I'm not a clairvoyant, but it would seem to me there always will be a need for a paper which tries to cover the news fully and fairly. The paper belongs to my children, and I'm just a trustee. My father left his interest in the Times to my four children in equal shares. The children get along well, the girls have great confidence in their brother, and I see no reason why things should not continue amicably."

Price survey results

A survey of newspaper prices shows that at the end of 1972, 350 daily newspapers were selling at 15¢ per copy, an increase of 60 over the previous year. 1,407 papers still charge 10¢ per copy, which is down from 1,481 in 1971. 26 dailies charge 5¢ per copy and one sells for 4¢.

This year we'll plant two trees for every family in America.



Our plan is for more than 100 million seedlings in 1973.

This means an average planting of about 275,000 seedlings a day on Weyerhaeuser lands.

The program is ambitious. And it's expensive. But it's necessary. Particularly if we are to help keep up with your individual demands for wood products.

As a matter of fact, every man, woman and child in the U.S. will use the equivalent of a 100-foot tree this year, and every year.

But forests do more than provide wood. They add beauty. Enrich the ecology for all living things. And provide land for recreation.

Right now we have 5.7 million acres in all stages of growth. Some

are mature trees ready for harvest this year. Others are for the future.

This is another way we keep our forests green and growing. Forever.

For a free booklet on Weyerhaeuser High Yield Forestry, write us at Box P-5-1, Tacoma, Washington 98401.



Weyerhaeuser

New processes

(Continued from page 14)

copy preparation and newspaper production systems."

Romano said that a growing awareness and interest in all of the "electronic extras" by editorial and newsroom people, as evidenced by attendance and participation in ANPA/RI electronic editing seminars. He points out that they are becoming more aware that the new electronic tools will release them from many of the repetitive and tiresome routines associated with their function, and allow them more versatility and time for creativity, plus closer control of the final product.

He added that the ultimate goal of each of the new systems is to capture the original keystrokes as near to the source as possible (from the newsroom, ad department and wire services). The original keystrokes can then be recalled by various video devices, altered editorially and for copy changes, and released to storage or typesetting. He predicted that in the near future, they could be recalled in paginated form.

"The consensus of editorial opinion," he said, "is that newsroom and editorial personnel are, for the most part, pleased with the new versatility available to them, and find themselves capable of creating better copy, with more ease, with the aid of the various electronic tools.

"An editor recently pointed out that he finds that in using on-line systems, training of new editorial personnel is much easier compared to previous hot metal or photocomp methods," he said.

Romano said that more than 700 computers of all sizes and models are being used by ANPA newspapers, and are becoming commonplace in newspapers of all sizes.

"I must admit that newspaper introduction to computer technology was expensive in most cases. Our initial use of the computer to hyphenate and justify could be compared to using a steamshovel to dig a flower garden. The computer is the tool that is pushing us out of the hot metal environment into the office-like photocomposition rooms. It is erasing and blurring departmental walls, helping us re-define production activities in a way that was not possible in the total hot-metal atmosphere."

"We have automatic film exposure controls, transports and processors, CRT equipment, offset presses and a host of editing and copy preparation devices. We must put it all together," he said, "into viable newspaper systems."

Romano told that 84 plants are now using direct or pattern plates, the result of millions of dollars of cooperative research and development by many manufacturers in the refinement of relief plates and pattern plates produced directly from a photo-image.

We can no longer look upon these new tools as merely single, unrelated pieces of equipment, proprietary to a specific and traditional area of responsibility. No longer can we realistically define newspaper production as that operational function or

Inventory of New Newspaper Systems

Computers	700 in use
Offset newspapers	868 newspapers
Photo-typesetters	1,900 in use
Direct or pattern plates	84 plants
CRT (cathode-ray tube typesetting machines)	40 newspapers
Video display terminals	478 in use at 96 newspapers
OCR (optical character recognition) systems	More than 100 systems in use
OCR-VDT systems	21 newspapers

Source: ANPA-member newspapers, as compiled by ANPA/RI

process which begins with the composing room and ends in the mailroom."

Romano added that our ability to collect, edit and disseminate information in depth, on a time-critical basis—is the important edge in the communications contest.

He added that OCR devices, video display terminals, video typewriters, type-terminals, high speed cathode ray tube—and eventually laser composition—contribute to better deadlines, versatility, cleaner copy, greater profit potential, and improved quality.

"The versatility of electronic systems will effect each department in a newspaper plant. With a cooperative effort between departments, a system can be accomplished with positive effects in the various areas within the newspaper, responsible for creating and ultimately delivering our product.

"A vast improvement in understanding between organized labor and newspaper management is essential in order to keep newspapers growing in their important role as the nation's leading disseminator of news and information—particularly in the larger cities where daily newspaper mortality has been most severely felt," he said.

Plateless printing predicted

"Today the computer and integrated electronic components justify and output our type ad process a variety of business office information.

Tomorrow, as a result of research commitments between the Scientific Advisory Committee, Massachusetts Institute of Technology, and the ANPA Research Institute, the computer may also print our newspaper, via plateless printing."

"Newspapers planning and preparing systems for future adjustments to improve important responsibilities as information processors and disseminators, will be the most certain to grow and prosper with whatever new newspaper printing process comes of age," he said.

Conference highlights

The conference delegates toured the plants of the *Washington Post* and *Washington Star-News*, and were hosted at an evening "Festival of Fun" hosted by the

46 exhibitors who displayed newspaper production equipment and supplies in 89 exhibit booths. The exhibitors had the advantage of attracting an additional 200 newspaper executives who were attending a Government Affairs Conference of the National Newspaper Association that met concurrently with the Mechanical Conference, in the same hotel.

The conference was jointly sponsored by the Pennsylvania Newspaper Publishers' Association, Maryland-Delaware-D.C. Press Association, Publishers Bureau of New Jersey, New York State Publishers Association, and Virginia Press Association.

General Chairman was Charles M. Wilson, *Scranton (Pa.) Times*; G. Richard Dew, PNPA, was conference director, and Robert E. Trea, PNPA, exhibits chairman.

Detroit News bureaus to get scanner units

The *Detroit News* has signed an order for eight Optical Page Readers from Datatype Corporation, Miami, Florida.

The readers will be installed in suburban news bureau locations operated by the News, including their Washington, D.C. office and the Lansing bureau.

The system will permit the readers to scan the reporters copy and transmit the code output over Bell 202C data sets directly onto a disk storage receiving unit. Hendrix Electronics, Londonberry, N.H., will be supplying the hardware and software support for the central system at the main news plant.

Converts to cold type

The *Lewiston (Me.) Sun* and *Journal* has converted to 100% cold type and to direct printing from Ball Metal Micro-Metal plates.

At the same time, the newspaper eliminated column rules and replaced the former Tempo and Spartan types with Futura Medium in the main news sections and Garamond type instead of Caslon type in the women's page and sports.

latfield bill

(Continued from page 8)

"Beyond this one exception to an absolute privilege," the Oregon Senator said, "I feel that further qualifications will undermine the basic intent of the bill and subject the press to continued judicial interference."

On March 8, Senator Sam J. Ervin, Jr. (D-N.C.) introduced his Newsmen's Privilege Act of 1973. Nine Democrats and two Republicans have joined in sponsorship of the bill which provides qualified protection. The bill would apply to both federal and state government, dealing with newsmen.

The qualification contained in the bill states the shield does not "excuse a newsmen from testifying to the identity of any person who commits a crime in his presence."

Also on March 8, Senator Alan Cranston (D-Calif.) introduced an amendment to the Free Flow of Information bill introduced in January on behalf of the American Newspaper Publishers Association.

The amended bill provides for federal shield laws to pre-empt state laws and defines more precisely the terms "information," news and "newsmen."

In the bill the term "information" includes "fact, opinion, and any written, oral, or pictorial means for communication of fact and opinion."

"The term 'news' means any communication of information relating to events, situations, or ideas of public concern or public interest which affect the public welfare."

"The term 'newsmen' means any person except an employee of the Federal Government or of any State or other governmental unit while engaged in disseminating information concerning official governmental policies or activities) who is or was at the time of the exposure to the information being sought by subpoena or legal process an operator or publisher of a news medium, or who is or was at such time engaged on behalf of an operator or publisher of a news medium in the course of activity the primary purpose of which was the gathering, composing, reviewing, editing, publishing or disseminating of news through any news medium, and includes a free lance writer who has disseminated news on a regular or periodic basis to the public."

The Cranston bill defines "news medium" as "any newspaper, periodical, book or any other published matter, radio or television broadcast, cable television transmission or other medium of communication by which information is disseminated on a regular or periodic basis."

The problem of defining newsmen and the media is one that many members of committees on both the Senate and House side have seen as presenting difficulties in drafting a shield bill.

Two more newsmen were witnesses at this week's Ervin committee hearings. Norman A. Cherniss, Executive Editor of the *Press and Daily Enterprise*, Riverside, Calif., said he was a convert, and a reluctant one, to the conviction that a

shield law is necessary. He favors Senator Cranston's act.

"It has what I consider to be the particular advantages of all-embracing application—federal, state and local—and the privilege it would offer is unqualified," Cherniss said.

Abe Mellinkoff, City Editor and columnist for the *San Francisco Chronicle*, also favored the Cranston bill. He warned, however, that such a law could be misused by persons who only loosely qualify as journalists. "The extreme right, the extreme left and the less well defined lunacies in between could use such a law in a manner to cause annoyance, exasperation or revulsion," he said.

A plea for the inclusion of scholars was made to the Senate group by Prof. Hans J. Morgenthau, of City College of New York. The position of the scholar dealing with contemporary issues, he said, was analogous to that of the journalist "in that both must reply upon confidential sources for the gathering of facts."

"What argues for the necessity of legislative protection making the constitutional one effective, is the disintegration of the government's respect for First Amendment rights and its determination to narrow them as much as the courts will allow it to," Morgenthau testified. Proposals for a qualified privilege "must be considered inadequate."

Pr pro of 1972

Theodore H. Mecke, Jr., vice president public affairs for Ford Motor Company, has been named 1972 "Public Relations Professional of the Year" by the readers of *Public Relations News*, 29-year-old international weekly for management and public relations executives.

Pyle Award won by Bill Stokes

Bill Stokes, *Milwaukee Journal* columnist and feature writer, was named winner of the 20th Ernie Pyle Memorial Award. He will receive \$1,000 and a medallion plaque.

The Scripps-Howard Foundation presents the award annually to the reporter whose writing "best captures the concern for everyday people with everyday dreams" in the tradition of Pyle, who gained international attention as a World War II correspondent by focusing on the ordinary soldiers, sailors and marines.

The contest judges saluted Stokes for "his delight in life, his respect for ordinary human endeavors, the freshness of his outlook and his language."

The Scripps-Howard Foundation prize was given to Stokes for a collection of his Journal articles and columns.

Stokes, 41, joined The Journal in 1969. He was first a correspondent at the University of Wisconsin-Madison for The Journal.

He now is a roving reporter, writing articles from Wisconsin communities. In addition, he writes two columns: the twice weekly "The State of Things" and "My Wisconsin" in the Sunday Journal magazine supplement, *Insight*.

Stokes is a 1958 graduate of the University of Wisconsin majoring in journalism. Before attending college he served in the Army for three years and was a reporter on the *Stevens Point* (Wis.) *Daily Journal*.

Before coming to the Journal, he worked for 10 years as an outdoor reporter and feature writer of the *Wisconsin State Journal* at Madison.

CLASSIFIED ADVERTISING Order Blank

Name _____

Address _____

City _____ State _____ Zip Code _____

Classification _____

Copy _____

☐ Assign a box number and mail my replies daily

To Run: _____ Weeks _____ Till Forbidden

(Please include box service fee of 50¢ per issue with payment. Rates listed on following page.)

Please indicate exact classification in which ad is to appear.

Mail to: EDITOR & PUBLISHER • 850 Third Ave. • New York, N.Y. 10022

Classified Advertising

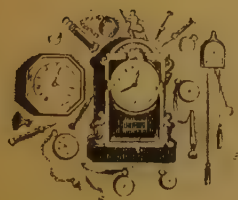
**BENEFIT FROM OUR VAST
NEWSPAPER AUDIENCE**

FEATURES AVAILABLE

AMERICANA

AMERICA'S 1976 BI-CENTENNIAL. FEATURES recalling the birth of America, the men, women and great events. July 4, 1776! Washington! John Paul Jones! Yorktown! Exciting and patriotic features as the bi-centennial approaches. Write: Kenneth Monroe, 3471 Belvoir Blvd., Beachwood, Ohio 44122.

ANTIQUES



Antiques in America

"Antiques in America" is written by Harry Baker, a newspaperman who grew up in the furniture design business, is himself a collector and antiques expert. It is specific, illustrated, practical. His column is respected by professionals but profitable to amateurs and is written with real Yankee humor and literary economy. The Washington Post and the Baltimore Sun are two of the subscribers. For samples and prices write The Providence Journal, Room 416, Providence, R.I. 02902.

BIRTHDAY QUIZ

BIRTHDAY QUIZ—Happy little feature with one million readers! See daily samples. Newsmakers Syndicate, 2646 Hillpark, San Jose, Calif. 95124.

COMIC STRIPS

PROVEN ADVERTISER and CIRCULATION BUILDER

Toadstool Town, a new, exciting, fresh and profitable cartoon educational fun series featuring projects, games, puzzles and contests. Samples: Stan/Ray Creative Productions Inc., 45 S. Main Street, Manville, New Jersey 08835.

DOGS & PETS

OVER 28,000,000 DOG OWNERS, 2 billion dollar annual market. Established Dog Column, now in 81 newspapers, will increase circulation, hypo reader interest, sell ads, promote good will. Samples. Kanine Korner, 1154 North Western Ave., Hollywood, Calif. 90029.

HOME AND GARDEN

AMERICA'S ONLY photo powered garden weekly, 600 words. Walter Masson, Box 66, Needham, Mass. 02192.

IDEAS

IDEAS FOR EDITORS — Timely, monthly ideas for features, tie-ins and calendar of events. Perfect idea stimulator. Sample, 238 Royal Palm Way, Palm Beach, Fla. 33480.

LIVING/BEHAVIOR

WHY YOU BEHAVE THAT WAY — by Dr. S. Didato (Behavior Scientist). Explains why readers act, think, feel as they do. Gives practical science-based tips on the topic, e.g. how to: read faster, sleep sounder, think better, relax, converse well, overcome shyness, etc. Samples. Didato Assocs., 280 Madison Ave., New York, N.Y. 10016.

NEWS FEATURES

"TELL ME AND I'LL TELL THE WORLD"® Exclusive hard-hitting feature-type news series by ex-daily editor. Will high-spot "world-beat" for behind-headline-stories with gut-meat impact. Seeks contract on annual basis. Box 498, Editor & Publisher.

NEWS FILLERS

NEWS FILLERS—2 to 8 lines. Camera ready copy or set your own. Our 42nd year. Samples, prices on request. Standard Filler Service, Box 189, St. Cloud, Minn. 56301.

NUTRITION

WEEKLY RECIPE FOR HEALTH column aids readers on special diets (low sodium, low fat, allergy, etc.). All approved by graduate nutritionist. Samples: Jay-Kay Recipe Service, Box 598, Pontiac, Mich. 48056.

TV LOG

WE CAN SUPPLY YOU with a weekly TV Program Log complete with network storylines and movie highlights. Only stations viewed in your area are included. Material is sent to you already typeset in camera-ready veloxes, set 12 pica measure and arrives in your plant at your specified deadline. Our 10 years experience producing complete and accurate TV Logs speaks for itself. Samples and rates. Box 940, Editor & Publisher.

ANNOUNCEMENTS

BUSINESS OPPORTUNITIES

WEEKLY OFFSET newspaper, full camera ready equipment, 15 successful years. Publisher will either lease, accept partner or sell outright. Profit sharing basis available. Reasonable terms. Box 457, Editor & Publisher.

TYPESETTING PLANT for sale, located New Jersey. Gross over \$100,000. Must sell, best offer. (201) 363-7506.

BUSINESS OPPORTUNITIES WANTED

ONE-MAN DYNAMO: News writing, editing, layout, space selling, typesetting, pasteup . . . the works. Not a computer but flesh and blood preferring Florida or Southwest. (Daily experience in San Juan, Hong Kong.) Box 473, Editor & Publisher.

NEWSPAPER APPRAISERS

APPRAISALS FOR ESTATE, TAX, partnership, loan and insurance purposes. Sensible fees. Brochure. M. R. Krehbiel, Box 88, Norton, Kans. 67654.

NEWSPAPER BROKERS

MEL HODELL, Newspaper Broker Corporate sales license. (714) 982-0424 1388 N. Euclid, Upland, Calif. 91786

CONFIDENTIAL NEGOTIATIONS

for purchase and sale of
Daily NEWSPAPERS Weekly
in Eastern states

W. B. GRIMES & CO.
National Press Building
Washington, D.C. 20004
(202) National 8-1133

IT'S NOT THE DOWN PAYMENT that buys the newspaper—it's the personality and ability of the buyer. This is why we insist on personal contact selling.

LEN FEIGHNER AGENCY
Box 189, Mount Pleasant, Mich. 48858.

JOSEPH A. SNYDER, BROKER

Western, Mid-Western Newspapers
2234 E. Romneys, Anaheim, Cal. 92806

ROBERT N. BOLITHO, newspapers, magazines; appraisals, consulting. Krehbiel-Bolitho Newspaper Service, Box 133, Emporia, Kans. (316) 342-5280.

SYD S. GOULD ASSOCIATES
"the broker with instant buyers"
SALES, SERVICES, MANAGEMENT
134 S. Panama St., P.O. Box 7267
Montgomery, Ala. (205) 262-2411

BILL MATTHEW COMPANY

Conducts professional, confidential negotiations for sale and purchase of highest quality daily and weekly newspapers in the country. Before you consider sale or purchase of a property, you should call (813) 446-0871 daytime; (813) 733-8053 nights; or write Box 3364 Clearwater Beach, Florida 33615. No obligation, of course.

ALAN G. LEWIS, Broker, now listing over 200 buyers looking for your daily or top weekly. Ridge Road, Hardwick, Mass. 01037. (413) 477-6650.

ANNOUNCEMENTS

NEWSPAPER BROKERS

The DIAL Agency, 1503 Nazareth Kalamazoo, Mich. 49001. Ph: 349-7422 "America's No. 1 Newspaper Broker."

Negotiations for sales, purchasing, appraising of newspapers our business

CLARENCE W. TABB & ASSO.,

6614 Rutgers Street
Houston, Texas 77005
Ph (713) 664-9414

NEWSPAPERS FOR SALE

SALE or lease: camera-ready Illinois weekly, gross nearly \$80,000, potential over \$100,000, growth area. Low priced Box 485, Editor & Publisher.

SEASONAL PUBLICATION in spectacular Jackson Hole, Wyoming. Make \$15,000 in 7 months or do job work too, for additional income. \$50,000 cash. Box 22, Teton Village, Wyo. 83025.

MIDWEST OFFSET DAILY, gross \$240,000, 3 unit web, compugraphic priced \$360,000, 29% down, only daily in county of 60,000 population.

MIDWEST CAPITAL CITY OFFSET weekly gross \$180,000, 3 unit web compugraphic, \$175,000 with very low down payment, liberal terms.

NATIONAL SPECIALTY MAGAZINE grossing \$350,000. Terms.

TWO MISSOURI OFFSET WEEKLIES, gross \$63,000, use central plant, growing area. \$50,000, \$15,000 down, 6% No buildings included on any of above. Contact Robert N. Bolitho, Krehbiel-Bolitho, Box 133, Emporia, Kansas 66801. (316) 342-5280.

OFFSET WEEKLY — \$175M Gross Own central web plant, well-equipped Established Midwest city 40 years. Daily competition leaves plenty opportunity for hustler. Absentee owner sell \$25M down, finance balance. Write Publisher, 5775 S. McIntosh, Sarasota Fla. 33577.

COUNTY SEAT weekly in Midwest Rich farm-industrial area. 150 miles of Chicago. Dominant in county. Rapidly growing operation. \$37,500 down. Please give background. Towe Agency 1720 Edwin Blvd., Winter Park, Fla. 32789.

Rocky Mountain Newspapers
BILL KING ASSOCIATES
2025 Foothills Rd., Golden, Colo. 80401.
(303) 279-6345

WASHINGTON STATE—Bright profitable, growing weekly, captive shopper, gross \$60M plus, letterpress and offset equipped, sell \$59M, health. Box 1404, Editor & Publisher.

NEWSPAPERS WANTED

WEEKLY. \$75,000 to \$150,000 annual gross. Prefer Zones 3, 4, 6, 8. 29% down, excellent credit. Will move to community and manage. 25 years newspaper experience. Write P.O. Box 1297, Lake City, Fla. 32055 or phone (904) 752-3341 day or night.

WE HAVE QUALIFIED BUYERS for dailies and large weeklies. Information strictly confidential.

DIXIE NEWSPAPERS, INC.
P.O. Box 490, Gadsden, Ala.—35902
Ph: (205) 546-3356

ANNOUNCEMENTS

NEWSPAPERS WANTED

MALL DAILY \$250M gross up or
ge weekly \$100M gross. Zones 2,3,4,
or 6. Box 234, Editor & Publisher.

WANTED

Want to acquire Zone 2 publication.
(215) LO 8-5085.

EXPERIENCED PARTNERSHIP seek-
g sound weekly or shopper. Zones
8 or 9. Prospectus available. J. Brill,
01/2 N Summit St., Indianapolis,
d. 46201.

ET US HELP YOU get top price for
your newspaper. Newspaper Service
Co., P.O. Dr. 12428, Panama City, Fla.

PUBLICATIONS WANTED

WANTED SPECIALIZED PUBLISHING COMPANIES

Public communications company seeks
to create a specialized publishing divi-
sion. Will acquire for cash or stock
local-interest or trade magazines,
publishers for professionals, or other
specialized publishers. Replies confi-
dential. Box 446, Editor & Publisher.

CLASSIFIED

Advertising Rates

"POSITIONS WANTED"

(Payable with order)

4-weeks	\$1.10 per line, per issue
3-weeks	\$1.20 per line, per issue
2-weeks	\$1.30 per line, per issue
1-week	\$1.40 per line.

Count 5 average words per line
or 38 characters and/or spaces
3 lines minimum (No abbreviations)

Add 50c per insertion for box service and
count as an additional line in your copy.

Air-mail service on box numbers also
available at \$1.00 extra.

Do not send irreplaceable clippings,
etc. in response to 'help wanted'
advertisements until direct request is
made for them. E&P cannot be re-
sponsible for their return.

"ALL OTHER CLASSIFICATIONS"

(Remittance should accompany clas-
sified copy when submitted unless
credit has been established.)

4-weeks	\$1.60 per line, per issue
3-weeks	\$1.70 per line, per issue
2-weeks	\$1.80 per line, per issue
1-week	\$1.90 per line.

Count 5 average words per line
or 38 characters and/or spaces
3 lines minimum (No abbreviations)

Add 50c per insertion for box service and
count as an additional line in your copy.

Air-mail service on box numbers also
available at \$1.00 extra.

**PLEASE INDICATE EXACT CLASSI-
FICATION IN WHICH AD IS TO
APPEAR.**

DISPLAY—CLASSIFIED

The use of borders, boldface type, cuts
or other decorations, changes your classi-
fied ad to display. The rate for display-
classified is \$3.45 per agate line—\$48.30
per column inch minimum space.

WEEKLY CLOSING TIME

Tuesday, 4:30 PM New York Time
Box numbers, which are mailed each day
as they are received, are valid for 1-year.

Editor & Publisher

850 Third Ave., N.Y., N.Y. 10022
(212) 752-7050

MACHINERY & SUPPLIES

COMPOSING ROOM

COMPUGRAPHIC MODEL 4961 TL,
factory reconditioned, installed, guar-
anteed with complete training of your
personnel. Save \$2,000. For further in-
formation contact: Inland Newspaper
Machinery Corporation, 1720 Cherry
Street, Kansas City, Missouri 64108
(816) 221-9060.

FOR SALE—PHOTON 560. Two disc
with duplicates, twelve sizes—6, 8, 10,
12, 14, 18, 24, 30, 36, 48, 60, 72. Can
be seen in operation now.

CONTACT:

John Brooks
Newark Advocate
25 West Main St.
Newark, Ohio 43055
Ph. (614) 345-4053

GOOD BUYS—offset composition equip-
ment (trade-ins for Compugraphics)
from clean plants and proud owners:
Justowriters, used Compugraphics, Fo-
totype Compositors, Headliners, Fair-
child PTS 2020, Photon 713-5, Linofilm
Quick, ATF, Varitypes, etc. National
Publishers' Supply Corp., Berlin, Wis.
54923 or 18 W. 22nd, NYC 10010.

AUTOMIX KEYBOARD TTS in excel-
lent condition. Ser. 0009. Hoyle Phil-
lips, Naples Daily News, Naples, Fla.
33940. Tel. (813) 649-3161.

JUSTOWRITERS — COMPUGRAPHIC
All models. Service provided by manu-
facturer. FHN Business Products,
Church Rd., Mt. Laurel, N. J. 08057.
(609) 235-7614.

CAN'T GO OFFSET? Letterpress bet-
ter with imDuraluminum Base. 3444
Country Club Dr., Medina, Ohio 44256.

ALL MODELS
Linotypes—Intertypes—Ludlows
PRINTCRAFT REPRESENTATIVES
136 Church Street, N.Y., N.Y. 10007

COMPUGRAPHIC MODEL 2961 TL,
for sale, immediate delivery, less than
6 months old, complete with extra
reader and TTS tape perforator, in-
stalled and guaranteed. For further in-
formation contact: Inland Newspaper
Machinery Corporation, 1720 Cherry
Street, Kansas City, Missouri 64108
(816) 221-9060.

JUSTOWRITERS—Large selection of
excellent trade-ins, for rent-lease, or
for sale easy terms. NAPSCO, Berlin,
Wisc., and 18 W 22 N.Y.C. 10010

ENGRAVING

ENGRAVING PLANT—Complete small
plant with M-32 etcher, used 1 year.
Al Sharpe, The Robesonian, Lumbert-
ton, N. C. 28358.

MAILROOM

3 DIDDE GLASER DG 320 Inserting
Machines. 3 positions, main and 2 in-
serting stations.

Call Mr. Bricker, Economist
Newspapers (312) 586-8800

PITNEY-BOWES COLLATOR. 10
place, used very seldom. Call: Wash-
ington, D.C. (301) 656-0123.

MATERIAL FOR SALE

SAVE MONEY on cold type paper and
litho films. National Publishers' Sup-
ply (NAPSCO), Berlin, Wis. 54923,
phone (414) 361-0660, or 18 W. 22nd,
NYC, 10010, phone (212) 691-9850.

MISCELLANEOUS

FOR SALE: Cutler-Hammer conveyor,
80", one 90 degree turn, four 45 degree
turns, 30" frame to frame; 2 Hytrol
mechanized inserting tables, 10' long,
56" wide (extensions and table). Make
us an offer. Duane F. Sodeman, Jour-
nal, 8 Dearborn Square, Kankakee,
Ill. 60901. (815) 933-7711.

MACHINERY & SUPPLIES

MISCELLANEOUS

223 1/2" HEAVY DUTY PONY with ten-
sion Miller attached.
Kemp 14-ton Electric Melting Pot.
8 Units Hoe Color Convertible Press
(1952) Semi-automatic reels, 23 1/2" cut-
off, 3 units with color humps—double
2 to 1 folders with balloons.
23 1/2", like new, Pony Autoplate
(heavy duty) 5 years old.

**UNIVERSAL PRINTING
EQUIPMENT CO., INC.**
Lyndhurst, New Jersey

COMPLETE CONVERSION to Photo
Composition and Letterflex leaves sur-
plus Composing Room, Engraving and
Stereotype (23 1/2" cut off) equipment
available about March 1, 1973. Cur-
rently operating. Prices negotiable.
Contact: L. A. Larson, Purchasing
Officer, The Washington Star-News,
2nd and Virginia Ave., S. E., Wash-
ington, D. C. 20003. (202) 484-4760.

BROWN DARKROOM Developing Sink
Model 1650 Series 16 38 1/2"x82 3-Tray
capacity.

Varitype Headliner Model 810 with 30
used discs and 23 rolls #3325 paper.

4 Visual Graphics keyboards, advance
feed, six-level TTS scheme.

2500 pounds linotype metal in ingots.

17 rolls 6"x150" photomechanical paper
at a reduction of 40%.

Move at buyer's expense.

Hoyle Phillips, Naples Daily News,
Naples, Fla. 33940. Tel. (813) 649-3161

PERFORATOR TAPE

NOW STATIC-FREE perf tapes at our
same prices—lowest in U.S.A. All
colors. Top quality.

Call or write:

PORTAGE (216) 929-4455
Box 5500, Akron, Ohio 44313

PRESSES & MACHINERY

ONE GOSS HEADLINER UNIT. 22 1/2"
cut off, 58" web width. Tension lockup,
Cline RTP. Complete with rollers, good
condition. Available about November.
Contact: B. G. Burke, Union-Tribune
Publishing Co., 840 Third Avenue, San
Diego, Calif. 92101.

GOSS SUBURBAN 3, 4, 5 and 9
unit presses.

GOSS METRO, 2 standard black
and three 4-color units. Web width
66".

GOSS URBANITE units.

COTTRELL V-700 with dryer, new
1969.

COTTRELL 6 unit V-22, 1964.

COTTRELL 5 unit V-15, excellent
condition.

FAIRCHILD COLOR KING, new
1969, 4 units with imprinter, heavy
duty jaw folder. Like-new.

URBANITE QUARTER FOLDER
—Will guarantee, like new. Also
COLE Model 106 quarter double
parallel folder with cross per-
forator, new in 1966.

4 UNIT MERGENTHALER PACER
6 years old. Priced reasonably.

IPEC, Inc.

401 N. Leavitt Street,
Chicago, Illinois 60612
Phone: (312) 738-1200

**CLEARANCE — LETTERPRESS
EQUIPMENT**—Five Goss Universal
units, one with color cylinder. Related
stereotype equipment in excellent con-
dition—Plate perfecter with pneumatic
pump and vacuum system, Goss 45S
mat roller; two and one-half ton metal
pot, flat router, Sta-hi master former
and curved router; 8-column flat cast-
ing box. Near giveaway prices, Lowell
Baird, The Kansas City Kansan, (913)
371-4300.

MACHINERY & SUPPLIES

WANTED TO BUY

PHOTON 532 with 10" magazine and
Copley Transporter. Raymond Pilewski,
The Bulletin, Philadelphia, Pa. 19101.
(215) 662-7450.

**FULL WIDTH NEWSPAPER
LETTERPRESS REELS & PASTERS**
CALL COLLECT (212) 629-2900

NEWSPAPER SERVICES

CIRCULATION SYSTEMS

MIDWEST CIRCULATION SYSTEMS
Let us help you solve your Circulation
problems. 1. Little Merchant 2. Option-
al Pay 3. Free Distribution 4. Mail
Conversions—Any and all phases of cir-
culation. We have the know how with
practical applications. Write today and
we will send a representative to discuss
your problem at no charge to you. Box
387, Editor & Publisher.

PRESS ENGINEERS

Newspaper Press Installations
MOVING—REPAIRING—TRUCKING
Expert Service—World Wide
SKIDMORE AND MASON, INC.
1 Sherman Avenue
Jersey City, N.J.—07307
(201) 659-6888

INSTALLATIONS & MOVING

Special equipment, designed or built.
Equipment available for sale.

Paul F. Bird
P.O. Box 1027
Sanford, Fla. 32771
(305) 668-5034

STORY IDEAS

EXCLUSIVE award-winning ideas
from Newsfeatures Associates . . .
Feature, Investigative, Editorial, Busi-
ness . . . proven 6 years . . . 2 pages,
twice monthly . . . \$2.25 mo. til/forbid
. . . 1312 Beverly, St. Louis, Mo.
63122.

Help Wanted . . .

ACADEMIC

PACIFIC NORTHWEST college has
one-year appointment on journalism
faculty for assistant professor, with
possibility of permanent appointment
after first year. Require someone with
solid practical experience plus post-
master's studies. Teach undergrad
courses including news writing, editing,
reporting, survey course in mass me-
dia, plus possible advisor to student
newspaper. Equal opportunity employer
affirmative action. Contact: Director,
Mass Media Program, Central Wash-
ington State College, Ellensburg,
Wash. 98926.

FACULTY MEMBER needed by Zone
5 state university to teach advertising
and serve as financial advisor to pub-
lications. Prefer PhD (but MA min-
imum) with advertising experience. An
equal opportunity employer. Box 466,
Editor & Publisher.

PUBLICATIONS DIRECTOR—Middle
Tennessee State University Department
of Mass Communications seeks fulltime
Publications Director to direct 3 cam-
pus publications beginning with Fall
Semester. Salary competitive. Media
experience required. Equal Opportunity
Employer. Send resume to Dr. Ed
Kimbrell, Chairman, Dept. of Mass
Communications, Box 300, Middle
Tenn. State Univ., Murfreesboro,
Tenn. 37130.

HELP WANTED
ADMINISTRATIVE

EMPLOYEE RELATIONS MANAGER

Immediate opening, appropriate formal education in personnel desirable. Must be able to organize and administer employee relations department. Departmental involvements include labor relations, wage and salary plan, payroll, employee benefits, group medical and life insurance plans, house organ, employment applications and interviews, safety, etc.

Strong organizer and administrator needed with management experience in the employee relations field.

All replies confidential. Contact:

Richard D. Blum
The Dallas Morning News
Dallas, Texas 75222
(214) 747-4611

ASSISTANT CONTROLLER — Must have all around accounting, tax knowledge and experience in newspapers. Chart Area 9. Age 35-40. Please state salary requirements. Box 480, Editor & Publisher.

BE YOUR OWN BOSS!
\$10,000 Down

Looking for responsible advertising pro's and editors who are capable of managing and becoming one of our associate publishers. Associate publishers are responsible for a circulation area of from 40 to 80,000. New Sunday publication starting Chicago. Write Box 430, Editor & Publisher.

**In Washington,
An Opportunity—**

Wanted: General Manager of publishing firm specializing in public affairs reports, paperbacks and hard cover books. Relatively small with excellent record of growth in recent years. Now ready to take off with great sales expansion under direction of right G-M. Washington based institution, long-established with large variety of categories of sales including education field and libraries.

Ideal opportunity for person who feels boxed in at second or lower echelon in publishing company, or news organization.

First two essentials: must have genuine interest in public affairs; a born creative salesman with talent to stimulate others.

No objection if you send full vitae through third party for initial contact. All inquiries kept in strictest confidence. Box 400, Editor & Publisher.

HELP WANTED
ADMINISTRATIVE

READY TO MOVE UP? Opportunity for individual to assume editorship and supervision of weekly caught in Florida development boom of Port LaBelle. Production in central plant. Prefer weekly oriented with advertising experience. Resume including salary expected in first letter. S. H. Stalls, Box 1236, Clewiston, Fla. 33440. (813) 983-9148.

**PRINTING PUBLICATIONS
MANAGER**

Publications manager needed for student publications at major Midwestern university. Applicants should have two years experience in cold-type composition and printing. Responsibilities include personnel supervision, production administration and planning and minor maintenance. Salary in \$8-13,000 range, depending on credentials. Apply to Bill Richardson, Board of Publications, 111 Murphy Hall, University of Minnesota, Minneapolis, Minn. 55455.

RESPONSIBILITY for entire personnel function for medium size Zone 3 morning, evening and Sunday operation. Prefer applicant with 1 to 3 years newspaper experience. Excellent opportunity for aggressive, results-oriented individual capable of administering present and developing new, innovative personnel programs. Send resume stating salary requirements to Box 471, Editor & Publisher. Replies will be held in confidence.

CIRCULATION

CIRCULATION DIRECTOR for medium sized daily and Sunday in Zone 2. Experience in Little Merchant plan and strong on Sunday important. Promotional background helpful. Tell us why you qualify and include salary requirements to Box 373, Editor & Publisher.

AREA MANAGER — 6-day morning, city territory experience. Take charge person for new expanded area in virgin territory. Must be sales minded. Send complete resume of your actual record of what you have done and salary requirements to Box 506, Editor & Publisher.

EXPERIENCED CIRCULATOR — Award winning growing Colorado newspaper has opening soon for able, aggressive individual skilled in circulation sales. Challenge and excellent opportunity. Send qualifications in confidence to Box 456, Editor & Publisher.

ASSISTANT CIRCULATION Manager to be responsible for circulation office staff and be No. 2 person for 2 combined dailies (AM and PM) with total circulation of 125,000. Circulation experience beyond district manager essential. Located in prime non-industrial area of Zone 5. Write letter of application stating educational, work and salary history to Box 490, Editor & Publisher.

HELP WANTED
CIRCULATION

WE NEED an aggressive home delivery supervisor familiar with THE LITTLE MERCHANT PLAN. Opportunity for right person to move up. We are an aggressive daily and Sunday in New England. Start at \$11,500 per year plus car allowance and incentive bonus. All benefits. Write promptly to Box 504, Editor & Publisher.

EXCELLENT OPPORTUNITY for an experienced boy crew manager to organize and develop a boy crew operation for a major metropolitan newspaper. Must be able to recruit, train and supervise crew chiefs and boys.

Straight product selling, no gimmicks, give aways or reduced prices. Write giving complete resume and salary requirements to Box 370, Editor & Publisher.

CIRCULATION MANAGER

Is sales and service your forte? This Midwest 22,000 circulation daily is seeking a sales oriented manager. Must have experience necessary to successfully train and motivate a district managed little merchant carrier system to realize the growth potential of a rapid growing area. Excellent income and benefits. Send complete resume to Box 440, Editor & Publisher.

IF YOU DON'T HAVE the ability and ambition to become a publisher, then you don't want to be a do-everything, promotion-minded Circulation Manager for 5,500 daily in Zone 3. Tell all first letter, including salary needs. Box 503, Editor & Publisher.

COMPLETE CHARGE carrier home delivery department. 6-day morning in the East. Must be field operator, no chair warmer. Retirement program allows for rapid advancement. Send complete resume and salary requirements to Box 507, Editor & Publisher.

CLASSIFIED ADVERTISING

CLASSIFIED ADVERTISING Manager for large Chicagoland Newspaper organization. Must have local paper experience. The salary is excellent, many company benefits with lots of responsibility. Fine opportunity for right person with good references. Send resume to: Box 353, Editor & Publisher.

CLASSIFIED SALESMAN for a 33,000 morning, evening and Sunday daily, selling and servicing automotive, real estate and mobile home accounts. Plenty of growth potential for an aggressive sales person. Send complete resume, including income requirements, to Edwin Martin, Classified Manager, the Longview News Company, Longview, Texas 75601.

PHONE ROOM SUPERVISOR

To fill spot created by retirement on major daily paper in Zone 2. Must have successful experience in all phases of phone room operation. Will consider person with experience on smaller paper or assistant who is ready to move up. Salary commensurate with proven ability. Send complete details to Box 402, Editor & Publisher.

DISPLAY ADVERTISING

DISPLAY ADVERTISING SALES

Want a challenge and a job? You can have both if you have
—successful ad sales experience
—go-get-um drive
—enthusiasm
—an out-going interest in people
—determination to succeed.

We are a 6-afternoon offset paper with 18,000+ circulation in a friendly city of 35,000 people. Our area is experiencing unusually rapid growth.

Salary and bonus commensurate with ability, plus excellent fringe benefits.

If you'd like to come and grow with one of the Southeast's most progressive newspapers, please contact Tony Manuel or Roger Sovde, Evening Herald, P.O. Box 11707, Rock Hill, S.C. 29730. Phone (803) 327-7161.

HELP WANTED
DISPLAY ADVERTISING

RETAIL DISPLAY SALESMAN, energetic and aggressive for 5-day PM offset paper. Experienced in layout and sales. Good starting salary, bonuses, pension plan and fringes. Send background and references. Daily Journal, Devils Lake, N. Dakota 58301.

COME WEST, young man, to good living and opportunity. Suburban weekly, 14,000 paid, needs ad manager experienced in sales presentation, leadership and administration to develop our potential. Pay commensurate to qualifications. Send resume for full details. Box 420, Editor & Publisher.

DISPLAY AD SALESMAN. Fast growing northern California medium size daily. Minimum 6 years experience with proven sales ability. Good, dependable, stable salesman to fit into our staff of same. Fine community, outdoor recreation abounds. Send resume: Box 494, Editor & Publisher.

ADVERTISING ARTIST to spearhead creative services department in Zone 5 daily. Strong on design and layout. Proven ability to develop ideas into space selling campaigns. Send resume and samples to Box 380, Editor & Publisher.

**We Are Looking
For An Ambitious**

**NEWSPAPER
SPACE
SALESMAN**

☆ Must have proven track record

☆ Will eagerly work 10 hours a day in return for top dollar

☆ Outstanding fringe benefits

☆ Fascinating and exciting New York market—with a 27-year young company.

Box 464
Editor & Publisher

SEEK PERSON able to sell large and small accounts for expanding weekly group that has paid papers and shoppers. Opportunity to move up. Write or call C. H. Grose, Journal Newspapers, 72 W. High St., Ballston Spa, N. Y. 12020. Phone (518) 885-4341.

READY TO MOVE UP?

Here's your opportunity to be considered for management positions with leading newspapers in every state. And, on a completely confidential basis! As management consultants specializing in executive search, our policy is to accept resumes with the understanding that we do not attempt to find jobs for individuals, but rather, retain these resumes to match your qualifications with client requirements. No contact will be made with present or past employers without your permission. To be considered for openings in the \$18,000 to \$75,000 range, send resume stating position desired, salary requirements, and geographical preference to

**CARL YOUNG,
RON CURTIS & COMPANY,
O'HARE PLAZA,
5725 EAST RIVER ROAD,
CHICAGO, ILLINOIS 60631.**
No fee and all replies acknowledged.

HELP WANTED

DISPLAY ADVERTISING

EEDED: A hard driving, hungry, competitive salesman who knows he can sell schedules to national advertisers in the farm field. Opportunity to grow. Send resume to Big Farmer, Rankfort, Ill. 60423.

VORKING RETAIL AD MANAGER or 15,000+ offset daily in modern new plant. Minimum of 3 years experience in retail advertising, sales and promotion. Excellent salary, bonus and fringe benefits. Beautiful recreational area with above average school system. Healthy economic climate. Call Mr. Burton, (614) 373-2121.

ADVERTISING SALES

reat opportunity for sharp, energetic man who wants to make money and willing to work for it. Florida. If you are a member of this vanishing breed, send resume to P.O. Box 245, Orange Park, Fla. 32073. Others shouldn't waste their time or ours.

ADVERTISING SALESMAN for 21,000 offset weekly in northern Michigan. Growth potential wide open. Must have proven track record and be able to relocate immediately. Send full resume and references to Publisher, Box 1026, Traverse City, Mich. 49684.

ADVERTISING SPACE SALES

Expansion due to rapid growth creates a new position in our sales department. Salary commensurate with experience. Aggressive sales personality a must. Box 493, Editor & Publisher.

TOP SALESMAN—Area 2, large (75,000) circulation weekly needs No. 1 person to handle chain store and national accounts. If you have experience at this level we have a pay package that will interest you. Write Box 505, Editor & Publisher.

EDITORIAL

ASHION EDITOR—Must be expert, with top news writing and photographic experience. Able to produce daily and Sunday layouts and occasional deadline coverage. A leader in spotting trends. Market knowledge essential. Send full resume and samples of work to David Himmel, Assistant Executive Editor, The Plain Dealer, Cleveland, Ohio 44114.

SPORTS WRITER for 27,000 daily in Zone 2. Prefer experience. Will consider beginner with basic writing ability and interest in local sports. Attractive community near resort area. Resume, samples and salary requirements to Box 445, Editor & Publisher.

REPORTER with some accounting, business background, to write and edit in publication department of large New York firm. Work on newsletter, magazine, booklets. Assist technicians in developing outlines into finished articles. Patience, tact required. Box 492, Editor & Publisher.

ARTICLES EDITOR

We are looking for an ex-movie magazine editor or freelancer who specializes in Hollywood and celebrity material. Must have American and European contacts plus reporter's experience in tracking down details and photos for actual, hard-hitting stories and features. Please send resume to Box 444, Editor & Publisher. Replies will be kept confidential.

NEWS EDITOR needed for fast growing small Missouri daily in rural area. Must be able to handle all news and features plus have some knowledge of camera. Good fringe benefits and future. Send full resume to Lamar Publishing Co., Box 458, Lamar, Mo. 64759.

MANAGING EDITOR with 7-day-a-week morning and afternoon offset daily in Zone 6. Take complete charge of news department of 12. Salary open. All replies confidential. Please send detailed resume to Box 510, Editor & Publisher.

EDITOR & PUBLISHER for March 17, 1973

HELP WANTED

EDITORIAL

EDITOR—Experienced, for well established, progressive weekly in New Jersey. Good writing skills and knowledge of photography and layout desirable. Box 421, Editor & Publisher.

SELF STARTER capable of writing about a changing society, lifestyle and people doing interesting things. For an evolving feature section that is a key part of a progressive newspaper. Pay is good if you are. Zone 5, Box 414, Editor & Publisher.

INVESTIGATIVE REPORTER—Will handle major general assignment stories and concentrate on investigative work. Absolute minimum 2 years professional experience required. Send resume and clips of your 3 best stories to Edward D. Casey, Evening Capital, Annapolis, Md. 21401.

WANTED: CONSERVATIVE but non-doctrinaire Florida coastal daily seeks writer who can produce salty, well-written editorials that reach a definite conclusion. Send full resume and recent clips to Box 434, Editor & Publisher.

REBUILDING DEPARTMENT

MANAGING EDITOR—Must be community oriented, responsible staff trainer, experienced in copy editing and slot work (Zone 5).

2 REPORTERS—To qualify we need energetic, self-motivated and creative writers desiring to be part of a news rebuilding team. Present guild strike situation exists.

Write full resume to Box 443, Editor & Publisher.

VIGOROUS, ASTUTE editor with international news experience and ability to handle copy from and destined for worldwide readership. Excellent potential in Zone 5. Box 429, Editor & Publisher.

WOMEN'S PAGES: We're looking for a strong writer who can add sparkle and substance to our women's news. Emphasis on what women do and think. Small staff (12) promises variety and chance to assist women's editor with ideas, planning and laying-out pages. Morning newspaper in Area 2. Send samples of best stories with full resume to Box 408, Editor & Publisher.

HELP WANTED

EDITORIAL

NORTH CAROLINA afternoon daily, 11,000 circulation, needs editor for overall working management of news, editorial departments. Is there a talented, capable, livewire Tarheel out there who wants to return home? Call W. E. Horner, Jr., The Sanford Herald, (919) 775-3444.

REPORTER

Due to staff expansion, we need capable person with at least 1 year experience for general assignment reporter position. Send resume to Personnel Director, The Herald Mail, Hagerstown, Md. 21740.

YOUNG but seasoned editor needed for existing tri-weekly, anti-poverty newspaper in unusually attractive, diversified Midwestern area in Zone 5. This is advocacy journalism, and the cause is helping the poor help themselves. Applicants should be prepared to mobilize and train correspondents, handle desk and layout work and write investigative, depth and commentary pieces. A real challenge with unheard-of editorial freedom. Grant guarantees at least one year's employment. Send resume and samples in confidence to: Frank C. Greco, Box 588, Columbus, Indiana 47201.

SPORTS WRITER

Self-starting writer for enterprising 35,000 Zone 3 daily where quality work is recognized and appreciated. Should have 1-3 years editorial and layout experience with comparable or smaller daily, and desire and capabilities to become sports editor. Send resume, letter, samples and salary requirements to Box 422, Editor & Publisher.

TABLOID EDITOR to convert tabloid size paper into tabloid content. Five days including Sunday. Sun Reporter, P.O. Box 420, Miami Beach, Fla. 33139, (305) 532-4531.

CONSERVATIVE metropolitan daily in Midwest seeks all-around editorial writer with specialization in national affairs. Familiarity with the Washington scene, especially Congress, as important as previous newspaper experience. Solid background in history and politics also useful. Job also involves opportunities in copy editing and page makeup. Box 383, Editor & Publisher.

HELP WANTED

EDITORIAL

CITY EDITOR—7-day, 29,000 Zone 3 offset daily seeks person strong in copy editing and staff leadership with desire to work with electronic editing in 52,000 city. Resume to Box 413, Editor & Publisher.

COPYREADER—FLORIDA. Major AM daily has opening for copyreader on a rim handling tel, local and state. East Coast. Box 419, Editor & Publisher.

SPORTS COPY EDITOR/MAKEUP Specialist to supervise night staff on West Coast metropolitan morning daily. Overall responsibility for: selecting stories, editing all copy, writing headlines, selecting pictures, makeup of all pages. Must have sound news judgment, be critical and constructive in editing and have a flair for imaginative layout. Several years experience on a morning newspaper, plus broad sports knowledge, desirable. Resume and tear-sheets to Box 388, Editor & Publisher.

SUNDAY, EVERY SUNDAY

Are you an editor with a flair for sharp copy editing, selection and play of good photographs and imaginative layout? Are you a self-starter, with sound judgment and the ability to work well with both peers and subordinates?

We've got an up and coming medium-sized Sunday newspaper that's just aching for a confident "No. 1" editor to come along and help our editors "put it all together". Send complete resume to Box 407, Editor & Publisher.

COMBINATION news and advertising sales, New Hampshire weekly. Send resume and salary to Box 431, Editor & Publisher.

REPORTER with editorial ambitions. Zone 2, 30,000 weekly, Box 475, Editor & Publisher.

FARM WRITER for daily newspaper in the East's number 1 farming area. You'll be writing hard news and features about the most diversified and interesting farms in the nation. Unusual opportunity for the writer who can sense the drama of a 4-H cattle show one day and explain hog prices the next. Write promptly to Box 406, Editor & Publisher.

WRITER to do features, news, photography for semi-weekly. Give qualifications, experience. The Eden (N.C.) News.

HARD HITTING general reporter needed by 17,000 offset morning paper aiming for pace setter recognition. Regional daily serving panhandle of Nebraska and Eastern Wyoming. Close to skiing, recreational areas of Rockies and Black Hills. Excellent hunting and fishing. 40 hour week and good fringe benefits. Send resume, recent photo and salary requirements to:

Daryl M. Hall
Managing Editor
Star Herald
Scottsbluff, Nebraska 69361

SPORTSWRITER—\$13,000 or more for a professional to work nights on major Zone 2 daily. Replies in strict confidence. Box 482, Editor & Publisher.

EXPERIENCED REPORTER

Position open (no new grads need apply) to the very few who have done it all and done it well, who can show solid clips. References to back up applications to Tucson Daily Citizen, a 60,000 P.M. Address: Dale Walton, Managing Editor, Box 5027, Tucson, Arizona 85703.

OFFSET MORNING DAILY in Zone 7 seeks wire editor with layout ability to package attractive news product. Number 3 position on 12-man staff also carries duties of staff direction. Position is no job for shrinking violet. 40-hour week and good fringe benefits. Excellent opportunity for advancement. Send resume, recent photo and salary requirements, and samples of your work. Box 477, Editor & Publisher.

EDITOR-WRITER

Prestige national publisher seeks experienced person for editing and rewrite work in travel, physical science, natural and cultural history. Must combine bright, imaginative writing style with zeal for accuracy and wide-ranging interest in world's peoples and places. Should be able to shape raw manuscripts of non-professional writers into polished copy for lavishly illustrated books; have instinct for story structure, knack for bloodless cutting, respect for author's style. Skill in writing picture captions a must. Magazine or book background preferred but not essential if candidate demonstrates solid achievement with large daily newspaper. Long-established organization seeks only the best and offers commensurate salary. Excellent opportunities for advancement, frequent salary reviews. Eastern seaboard. In confidential letter, please tell us about yourself in detail, including education, experience, published works and present salary.

Box 500, Editor & Publisher

HELP WANTED

EDITORIAL

OHIO. 50,000 circulation daily seeks copy editor for central desk. Editing, headlines, layout. Good pay; advancement opportunities. Box 425, Editor & Publisher.

SPORTS EDITOR—Medium sized daily with unusual concentration of colleges and high schools in circulation area desires sports editor for building department, enthusiastic coverage and writing occasional column. Zone 4. Apply to Box 463, Editor & Publisher.

AFTERNOON DAILY, 28,000, seeks managing editor. Primary considerations: administrative and copy desk experience, knowledge of new technology, innovative. Apply: Editor, Daily Times-News, Burlington, N.C. 27215.

REPORTER

To cover textile industry for major national business publication. Location: Region 2. Should be able to work with little direct supervision. Good career opportunity. Salary \$8-10,000.

Box 468, Editor & Publisher

ENERGETIC, EXPERIENCED newsman for growing award-winning Cincinnati weeklies. Must be aggressive, competitive, like desk work. Camera helps. Not afraid of work in exchange for good pay, fringes, eventual promotion to managing editor and on. Send clips, tell all first letter. Confidential replies to E. B. Wright, Jr., Forest Hills Journal, 7826 Beechmont Ave., Cincinnati, Ohio 45230.

UNUSUAL OPPORTUNITY for a smart, "live wire" person to join a progressive daily in the Northeast. Persons with 5 years experience and degree can fill this spot which could lead to an editorship. Salary open. Give full details. Box 481, Editor & Publisher.

MACHINISTS

MACHINIST WEB PRESS

For maintenance of web offset press. Good opportunity, pension, etc.

CALL (212) 629-2900

MAINTENANCE

MAINTENANCE DIRECTOR

Area 4 large metropolitan newspaper needs qualified maintenance director to be responsible for the repair and maintenance functions of electrical machinery, air conditioning and all building maintenance. Must be knowledgeable in maintaining production equipment including Supermetrics, High Speed Goss presses with Fincor drives, Cutler Hammer stackers, Sheridan inserting machines and other miscellaneous shop equipment. Some technical training beyond the high school level including electronics training. Salary \$300 per week plus fringe benefits. Confidential replies to Box 81, Editor & Publisher.

PHOTOGRAPHY

SUBURBAN NEWSPAPER GROUP has opening for a photographer on its award-winning editorial staff. We demand high quality, creative, "people" photography. Send resume to Michael Larson, Managing Editor, Paddock Circle Newspapers Inc., Box 639, Libertyville, Ill. 60048.

HELP WANTED

PHOTOGRAPHY

UNIVERSITY PHOTOGRAPHY teaching position in Northwest mountain state. Requires graduate degree in relevant area. Media experience would help. Position open Sept. 1 with rank and salary dependent on qualifications. Equal opportunity employer. Box 423, Editor & Publisher.

PRESSROOM

WE GOOFED!

On March 3 and 10 we carried an ad for a Pressroom Foreman and inadvertently ran the wrong phone number. The ad, with the correct number appears below. If you tried to reach this advertiser, please try again as he would very much like to hear from you.

PRESSROOM FOREMAN for new 6 unit Urbanite located in northern New Jersey. Looking for top quality person to work towards management level. \$22,500 a year + profit sharing. Call Miss Melton, (201) 696-4222, collect.

Our apologies to the advertiser and our readers.

PRESS SUPERINTENDENT — 40,000 daily in Zone 5. Real opportunity in a great place to work, play and raise a family. Liberal salary and benefits to qualified applicant. Send resume with expected salary to Box 393, Editor & Publisher.

OFFSET WEB PRESSMAN to relocate to Florida; camera and stripping experience preferred. Must be reliable. Good salary, benefits and working conditions. Box 348, Editor & Publisher.

PRESSMAN for Goss Urbanite, Zone 2. Send resume to Box 89, Editor & Publisher.

PRESSROOM MANAGER needed in Florida. Must know all types offset equipment, have a proven background in preventive maintenance, scheduling and cost control. Replies in strictest confidence. Box 501, Editor & Publisher.

PRODUCTION

ENERGETIC PERSON with knowledge of offset as Assistant Manager of printing plant. Must be able to schedule work flow and manage people in active, growing plant. New York City area. Good future with expanding newspaper group. Box 489, Editor & Publisher.

DIRECTOR OF OPERATIONS

East Coast dailies offer immediate opportunity for person strong in all areas of newspaper production, including new processes and labor-management relations.

This is a key position on our top management team. Our employees are acquainted with this newly-titled position. Modern printing facilities prevail in this progressive organization. Exciting developmental plans for the future should prove inspirational to one who is anxious to become "involved."

Rewards are attractive in terms of financial opportunity and benefits. Please write in strict confidence stating complete work experience, education, salary and availability. Box 395, Editor & Publisher.

COMPOSITION PRODUCTION MANAGER

Southern Connecticut newspaper printing plant needs organizer and leader to supervise 30-woman work force producing 8 weekly newspapers. Knowledge of Photon Pacesetters helpful. Excellent salary and benefits. Send resume in confidence to Stanley T. Smith, General Manager, Trumbull Printing Co., Trumbull, Conn. 06611.

HELP WANTED

PRODUCTION

ASSISTANT ENGRAVING SUPERINTENDENT

Metropolitan, Midwest newspaper seeks an experienced photoengraver with managerial capabilities for a responsible position in an expanding operation. Excellent salary and benefits. Send resume to Box 359, Editor & Publisher.

A ZONE 5 DAILY with less than 50,000 circulation is searching for a production manager. The person we seek should be capable of converting from hot metal to offset. Salary and fringes compare favorably with any newspaper of our size. Box 360, Editor & Publisher.

PUBLIC RELATIONS

EDITOR

Owens-Corning Fiberglas Corp. is seeking creative, energetic employee communications editor for corporate publication. Excellent opportunity with growing, communications-conscious organization. Candidates should have 1-3 years industry experience. Heavy emphasis on writing ability, news and feature, but also visually oriented—using words and pictures to communicate. Interested professional communicators send resume and writing samples to William K. Hamilton, Manager, Internal Communications, Owens-Corning Fiberglas Corp., Toledo, Ohio 43659.

Positions Wanted...

ACADEMIC

DISENCHANTED with New York. Only BA-J, magna cum laude, but just try to duplicate the experience! Box 448, Editor & Publisher.

LIKE THE PROPHET DANIEL, I will preach where called. Broad news, editorial, PR experience; 3 published novels; now English professor on leave Arabian college; MA, 49, wife librarian. Box 439, Editor & Publisher.

LEARN How an Editor & Publisher Classified Ad can help you find a job, fill an opening, move machinery or sell supplies. Call (212) PL 2-7050 today.

ADMINISTRATIVE

V.P./GENERAL MANAGER stymied in family publishing corporation seeks expansion or revamping challenge with above average earning potential. Offers 25 year record building community dailies, converting losers and developing national publications. Top profit builder with strong sales, PR and award-winning background. Still youthful, personable and ambitious. Write Box 426, Editor & Publisher or phone (703) 534-1041 for resume.

GENERAL MANAGEMENT/Advertising Management—10 years experience, 6 in advertising and production management on 60,000 daily. Background includes all sales and business departments. Married, 34, BBA degree. Presently employed in Zone 5, but will consider all. Excellent references. Box 465, Editor & Publisher.

YOUNG GROUP EXECUTIVE—skilled manager. All phases of newspaper operations. Seeking general manager, ad director, group purchaser, other. Box 474, Editor & Publisher.

GENERAL MANAGER/Advertising Director/Classified Manager with solid record of management and sales achievement in dailies and weeklies desires to make change to Zone 3 or 4. Excellent references. Strong in creating and motivating staff. Currently managing weekly, 70,486. Sales is my forte. Box 334, Editor & Publisher.

HELP WANTED

PUBLIC RELATIONS

WANTED, by public relations department of Atlanta-based corporation, news writer, some experience, who can produce broadcast/print copy. Starting salary, \$700. Box 462, Editor & Publisher.

TOP NEWS, FEATURE WRITER for full-time position in medical socio-economic area. Central Pennsylvania. Send background, samples, salary needs to Box 391, Hershey, Pa. 17033.

SALES

GRAVURE SALES—MIDWEST location—Looking for experienced Gravure-oriented person to service existing accounts and develop commercial business. Box 412, Editor & Publisher.

SECRETARIAL

WANTED: EXECUTIVE SECRETARY with experience in publishing field. Attractive, well organized, top skills. Chicago south suburban area. Call (815) 469-2163.

SYNDICATE SALES

HIGHEST COMMISSIONS PAID

U.S. and Canadian representatives needed for two, new, fast selling newspaper features. Excellent material and growing list. Confidential. Box 386, Editor & Publisher.

CIRCULATION

34-YEAR-OLD CIRCULATOR: 16 years experience all phases (6 years management) seeks position as Circulation Manager. Box 442, Editor & Publisher.

CIRCULATION DIRECTOR—Fully experienced in all phases of circulation. Strong on increases and organization. Will relocate. Available immediately. Resume on request. Box 459, Editor & Publisher.

Record shows

100,000 INCREASE

PLUS
40 Awards
Administrative Skills
People Ability
Marketing Knowledge
Fiscal Controls
Talent for Training
Write Box 454, Editor & Publisher.

PUBLISHERS/CIRCULATORS — Do you have room for a young, under 30, aggressive, highly productive circulator? Best in the country within 10 years. Can we help each other? Location not as important as an opportunity for growth. Box 349, Editor & Publisher.

DO YOU WANT an aggressive, growth and profit oriented Circulation Director, mid-30's, with a proven record, available now. Box 491, Editor & Publisher.

CIRCULATION MANAGER—Will build or perpetuate a solid department through organization, training and sensible promotion. Prefer medium sized daily Zones 3,4, will consider all. Box 488, Editor & Publisher.

COMPOSING ROOM

HEAD MACHINIST-TECHNICIAN
Know machinists, computers and peripherals, photo comp (4 models Photon), and hot metal. Looking for relocation with good newspaper in good community. Box 338, Editor & Publisher.

COMPUGRAPHIC 4961TL OPERATOR. Can operate to utilize its full potential. Prefer central Midwest. Box 487, Editor & Publisher.

Positions Wanted...

PERSONNEL AVAILABLE FOR ALL NEWSPAPER DEPARTMENTS & ALLIED FIELDS

DISPLAY ADVERTISING

NEED GOOD AD MANAGER? Strong sales-promotion-layout, with know how and willing to work at it. Good references. Box 460, Editor & Publisher.

DETAIL SALESMAN on major Area daily seeks position leading to Retail manager. Degreed, 7 years experience. Good on copy, layout, selling, servicing, promotion. Box 478, Editor & Publisher.

ADVERTISING SALES — Experience selling, medium daily, presently top paper. Some editorial. Newspaper dedicated. Must have challenge management or top sales. References and resume. Any Zone. Box 467, Editor & Publisher.

EDITORIAL

MAGAZINE PRO—At 30, I've written more than 30 top magazines and authored 3 books. Seeking management senior writer post. Box 363, Editor & Publisher.

YEARS DAILY reporting, female with Master's seeks job on same Zones 3, 6, 9. Box 438, Editor & Publisher.

SCIENCE EDITOR-WRITER specializing in medicine. Daily, magazine experience. Box 435, Editor & Publisher.

EXPERIENCED EDITOR, Midwest native, wants to run news side, write editorials, monitor community for Midwest daily. Box 433, Editor & Publisher.

ZONE 3 AND 4 PUBLISHERS—Take charge editor, 39, for medium sized daily. Available after July 1, 1973. Box 366, Editor & Publisher.

AM NO DRAB, so I won't go scab. That lets out Alaska, Arkansas and 1 other 4-figure states. I'm still laughing at those Alameda-Vegas-Lompoc. If you agree that life's too short to be a hack, I'm box 382, Editor & Publisher.

NEWSWOMAN, 5 years experience in reporting, copy editing, heads, layout and makeup, seeks layout/copy editing reporting spot on progressive daily. Prefer Zones 5, 7 or 8. Handy with camera. MA, 29, and ready for long-term commitment to a paper that can offer challenge and advancement. Box 47, Editor & Publisher.

PRINCETON '72 GRAD, now copy girl New York City daily, seeks beginning reporting position. Prefer Zones 2, Box 416, Editor & Publisher.

CONSUMER WRITER: Hard-won knowledge and skills. 3 years experience in this specialty. Accurate, clear-written, reader grabbing stories. Box 424, Editor & Publisher.

ARE YOU LOOKING for someone who can add vitality and imagination to our newspaper—both editorially and visually? I am seeking a managing editor's position on a medium sized daily offering this kind of challenge. 10 years experience on large and medium sized dailies in editorial and graphics. Have redesigned many sections, including news, Sunday magazine and lifestyle sections. Experienced graphic arts, photography, news editing and writing. All this plus managerial experience and a drive for innovation. Box 381, Editor & Publisher.

DO YOU WANT an aggressive, enterprising editor to make your publication an exciting prize-winner, write Box 490, Washington, D.C. 20024.

CREATIVE, AGGRESSIVE husband and wife reporters for respected daily seek jobs leading to legislative, investigative or Washington assignment. 10 and 5 years experience covers all beats, some editing and makeup. Box 49, Editor & Publisher.

EDITOR & PUBLISHER for March 17, 1973

EDITORIAL

WRITER-PHOTOGRAPHER, award-winning, 5 years on daily newspaper, seeks lively, human interest oriented feature writing slot. Box 449, Editor & Publisher.

JANUARY GRAD, female, with experience on college paper as news-writer, features editor and copy editor seeks position in Zone 1 or 2. Box 187, Editor & Publisher.

SPORTS WRITER, 24, college grad with experience, knowledge and initiative. Able to handle any sports beat. Can provide quality clips. Box 385, Editor & Publisher.

EDITOR, 11 years daily, wire service experience, seeks responsible position with small-medium daily. Quality producer, will motivate young staff. Knows news, wires, pictures. Box 452, Editor & Publisher.

NEW YORKER (sports writer for Zone 4 offset 5-day) seeks spot on larger paper in home state for fall. 23, 18 months experience, hard worker. Desk experience also. Box 455, Editor & Publisher.

SWITCH-HITTER—Top reporter and features writer on medium metro daily. Now considering new opportunities. Reply Box 417, Editor & Publisher.

ENTHUSIASTIC, YOUNG sports-writer needs position on newspaper with 40,000+ circulation. Has Journalism degree from major university, extensive sports background and desk experience. Any Zone. Box 458, Editor & Publisher.

SEASONED NEWSMAN wants to edit an ambitious and lively daily. Proven ability. Box 483, Editor & Publisher.

FEMALE REPORTER: 2 years general assignment for 120,000 combined circulation Pennsylvania daily. Seeks feature writing position in New York City area. Box 469, Editor & Publisher.

DEDICATED NEWSMAN, MA Journalism, who believes reporting is fun, not work, seeks challenge and growth opportunity in Rocky Mountain or Pacific Northwest areas. Now environment writer for 90M PM in Zone 6. Can deliver those stories you want but scratch after glancing around the newsroom. Married, 32, family, 7 years experience. Eventual goal: editorial writing. Box 470, Editor & Publisher.

VERSATILE NEWSMAN, 16 years experience reporting, rewriting and editing, available for any one or combination of those jobs on Zone 1 daily or weekly with high standards; enjoys guiding young staff; has also written radio feature spots; Columbia J-School grad. Box 472, Editor & Publisher.

FAMILY/WOMEN'S EDITOR—readership; leadership; creativity; 15 years experience; winner national awards. #B-1, 6488 State Rd., Parma, Ohio 44170.

BRIGHT, ENERGETIC REPORTER, 31, professional city hall, police experience on small city daily; ABD liberal arts, plus J-school and on-campus reporting at Wisconsin. Own car, can handle camera. Seek position on daily, Zones 1-7. Clips, resume on request. Box 479, Editor & Publisher.

DULL, INSIPID SPORTS WRITING not my bag. Young man, superb references, seeks sports or news job on Zone 1 or 2 daily. 30 Torlina Ct., Baltimore, Md. 21207.

WRITER-PHOTOGRAPHER with ability to research, organize, write and illustrate features presenting in easy-to-understand language. Specialty how-to-do-it or human interest. Expert, experienced photographer with four published books on photography which I wrote and illustrated. Will send samples of published work before interview if desired. Available after short notice. Wayne Floyd, Rt. 1, Fayetteville, Tenn. 37334.

EDITORIAL

ZONES 6, 7, 8 or 9 preferred by newsman, 30, married, J-degree, experienced (8 years) reporter and editor, seeking new job. Box 509, Editor & Publisher.

AWARD-WINNING humor columnist and film-maker who has written for top magazines seeks challenging, creative writing position. MS in communications, 25, single, broadcast, newspaper experience. Box 484, Editor & Publisher.

SPORTSWRITER, 25, with 3 years experience for East Coast 100,000 circulation daily seeks position with comparable sized West Coast paper. Experience includes pro baseball, basketball beat, scholastic and collegiate coverage. Box 496, Editor & Publisher.

YOUNG EDITOR, 24, wants to be reporter, Zone 2. MA. Now editor-in-chief of 50M monthly paper. Love writing. Want challenging reporting job. Full- or part-time, hours flexible. Box 497, Editor & Publisher.

REPORTER, experienced consumer writer for major metro daily's financial department. Also business writing experience. Hearst feature writing award in college. Versatile, interested in many areas. Box 508, Editor & Publisher.

HONORS J-GRAD, 27, seeks first post-college reporting job in Zone 5, 7. Any beat. Box 499, Editor & Publisher.

SPORTS EDITOR with 3 years experience seeking sports writing or editor's post on Zone 4 or 9 daily. Energetic and aggressive with experience in sportswriting, editing copy, layout, headline writing, broad sports knowledge. Box 502, Editor & Publisher.

FREELANCE

REPORTER - FEATURE WRITER available southern California. Know area, places, people. Any subject. Photos too. Your request; I produce. H. C. Davis, 3231 15th St., Newport Beach, Calif. 92660.

LIBRARIANS

LIBRARIAN, MLS, experienced, organize, direct personnel; analyze, classify, research specialty. Prefer west Mississippi River. Box 486, Editor & Publisher.

PHOTOGRAPHY

ACCREDITED NEW YORK press photographer desires position in metropolitan area. (212) 474-1194.

PHOTOGRAPHY

CANADIAN caught in economic squeeze looking for position as newspaper photographer in New England, West Coast or Canada. 17 years experience on two newspapers in 35mm, 120 and 4by5 on news and sports assignments, theme work, darkroom developing and reprinting, as well as feature writer, desk rewrite and scanagrating. Limited experience in straight reporting. Box 450, Editor & Publisher.

MA IN PHOTOJOURNALISM, 26, family, 1½ years on Western daily, seeks photo and/or writing job. Zone 1, 7, 8, 9. Box 354, Editor & Publisher.

MULTI AWARD winning news photographer from now deceased New England metropolitan daily desires position with large or small daily in Midwest or South. For resume and portfolio write Box 418, Editor & Publisher.

PRODUCTION

13 YEARS SUPERVISORY EXPERIENCE in production, circulation and mailroom areas on large metropolitan daily. Also heavy experience in OSHA and DOT safety requirements. Box 441, Editor & Publisher.

ENERGETIC SYSTEMS ANALYST with 3 years ADP planning plus offset and phototype experience can help solve your systems selection and operating problems. College Grad. Box 375, Editor & Publisher.

I AM A YOUNG (31) MAN presently Production Assistant. I know people and systems, both old and new. Know computers and photo comp equipment. Have experienced a conversion. Strong management and technical background as Foreman, Head Machinist and electronic tech. I can supply references and, if interested, ability and hard work. Box 335, Editor & Publisher.

FORMER PHOTON Service Engineer, 14 years photocomp in newspaper and commercial. Excellent operator. Resume available. Box 461, Editor & Publisher.

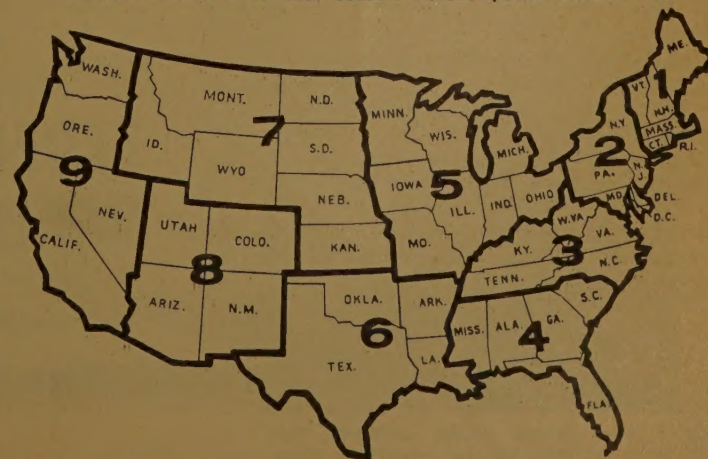
GOING COLD TYPE? Composing room foreman with extensive experience training TTS operators, pasteup and markup people is ready to move up. Send for resume. Box 476, Editor & Publisher.

PUBLIC RELATIONS

PUBLIC RELATIONS PRO with news reporting and feature editing background. 10 years general public relations experience (government relations, press/community relations, public speaking, photography). Will travel. Box 495, Editor & Publisher.

E&P Employment Zone Chart

Use zone number to indicate location without specific identification



Shop Talk at Thirty

By Robert U. Brown

Increase in pages

In a year-end summary for 1972, Media Records reports that for the newspapers it measures, morning-evening-Sunday, the advertising content was 64.4% and the news content 34%. This compares to 62.6% and 35.8% in 1971, and 61.5% and 36.9% in 1970.

The conclusion might be drawn from this that while the advertising content of newspapers is growing the news content is declining in volume. The fact is that while the percentage of news content to the total newspaper has gone down, on the average, the amount of space given to news content is increasing. Some may think "not enough," but it is sizable.

For morning newspapers, the average number of pages per issue for the newspapers measured has grown from 47 in 1970 to 53 in 1971 to 57 in 1972. During this period the percentage of advertising content has increased from 61.6% to 62.9% to 64.4%. News content went from 36.6% to 35.3% to 33.9%.

While the advertising content was increasing, the average annual newshole for the paper measured went from 12.9 million lines in 1970 to 14 million in 1971 and 14.6 million in 1972. Of the increase in the 10 pages per issue from 1970 about 20% of it went into news content. Over a three-year period, the average morning paper, of those measured, increased its ad pages by 2500 while increasing its newshole by over 700 pages, about two pages per day.

In the evening field, the average number of pages per issue for the newspapers measured has risen from 46 in 1970 to 49 in 1971 and 55 in 1972. At the same time ad content went from 61.4% to 62.2% to 64.5% in 1972. The percentage of news content went from 37% to 36.2% to 33.0%. But, the average annual newshole for evening newspapers climbed from 12.8 million lines to 13.9 million in that period.

That represents an increase of 430 pages in the average newshole over the period. From 1970 to 1972 the newspapers measured had an average increase of 2,100 pages of advertising. Of the increase in the size of the daily issues, averaging nine pages, about 17% or a page and a half went to news content.

The largest growth of pages was in the Sunday field. The average pages per issue of the Sunday papers measured went from 145 in 1970 to 162 in 1971 and 176 in 1972. Here again the average annual newshole increased from 6.7 million lines in 1970 to 7.5 million in 1972 while the percentage of news content was declining from 37.3% to 35.7% to 34.4% and the ad content was climbing from 61.5% in 1970 to 63.1% in 1971 to 64.4% in 1972.

The average Sunday paper measured increased its ad volume by about 1,250 pages from 1970 to 1972 while its news content was increased by about 340 pages. The larger news content represents about 20% of the growth in num-

ber of pages, or about six of the additional 31 pages in the average issue.

The number of newspapers measured by Media Records over this period has fluctuated each year so for the purpose of this comparison we have averaged the total lines in each category by the number of newspapers.

WRN Organization Fails

An attempt by the New York Newspaper Guild to organize news employees of the Westchester-Rockland Newspapers has failed. WRN reporters, news clerks and some editors voted 113-73 to reject Guild representation.

The vote ended five months of Guild organizing including a successful appeal to the National Labor Relations Board declaring WRN employees as one unit. WRN management had attempted to force a representation vote at each of the individual group newspapers.

WRN, a member of the Gannett Group, has ten dailies and one weekly in the suburban N.Y. area. The Guild vote leaves the WRN as a total non-union shop.

Boston cops told not to buy Boston Globe

The city police union urged a boycott of the *Boston Globe* March 12 after the newspaper identified alleged bookie joints and said policemen frequented them.

The *Globe* has been making its allegations in a series, the fifth part of which ran Monday.

Chester J. Broderick, chairman of the Boston Police Patrolmen's Association, urged "refusal to buy the *Boston Globe*, refusal to purchase goods and services from those who advertise in the *Boston Globe*, and refusal to go beyond the requirements of the law when it comes to providing information on news to the *Globe*."

"For some time now" Broderick said "it has been obvious that the *Boston Globe* has embarked upon a deliberate policy of sowing public distrust and lack of confidence in the Boston Police Department and other law enforcement agencies."

L.A. Times to handle Conrad's cartoons

Editorial cartoons by Paul Conrad, twice a winner of the Pulitzer Prize, will be distributed internationally by the Los Angeles Times Syndicate, beginning the end of March. Conrad has been with the Register and Tribune Syndicate.

For 14 years, Conrad was editorial cartoonist for the *Denver Post* and in 1964, he joined the staff of the *Los Angeles Times*, where he has served as editorial cartoonist.

Conrad won Pulitzer Prizes for editorial cartooning in 1964 and in 1971 and received national awards from Sigma Delta Chi in 1963, 1968 and 1970, and also in 1970 from the Overseas Press Club.

The cartoonist is a native of Cedar Rapids, Iowa and during World War II was with the Army Corps of Engineers. His first editorial cartooning experience was on the *Daily Iowan* at the University of Iowa, from where he was graduated in 1950.

Kissinger to meet with AP publishers

Dr. Henry A. Kissinger has accepted an invitation to speak at the annual luncheon of the Associated Press, April 23.

The meeting takes place during American Newspaper Publishers Association convention at the Waldorf-Astoria Hotel in New York.

Kissinger was invited by a committee of board members under the chairmanship of Richard L. Jones, Tulsa Tribune; Newbold Neyes Jr., Washington Star-News; and Robert M. White II, Mexico Ledger.

Correction:

In the article "Livermore, Calif.: Home of Four Papers," Feb. 3, it was erroneously reported the editor of the *Times* "recruited a photographer and a reporter from the *Herald-News* staff" and "enticed the *Independent's* sports editor over to the *Times*." The publisher of the *Times* and executive editor of the *Herald News* have both denied these assertions to E&P.

FEDERAL DECISION MAKERS READ IT . . . BELIEVE IT

and so do nearly a million others.

The Washington Star-News

EDITOR & PUBLISHER for March 17, 1973

The ideal

A diverse worldwide population with each individual living in harmony with each other individual and all sharing in a constantly improving quality of life.



artist:
alex liberman
museum of modern art

The real

In some countries a man can walk all day without seeing another man. In other countries people live crowded into barrios, into shacks, even into empty sewer pipes, one stacked upon another.

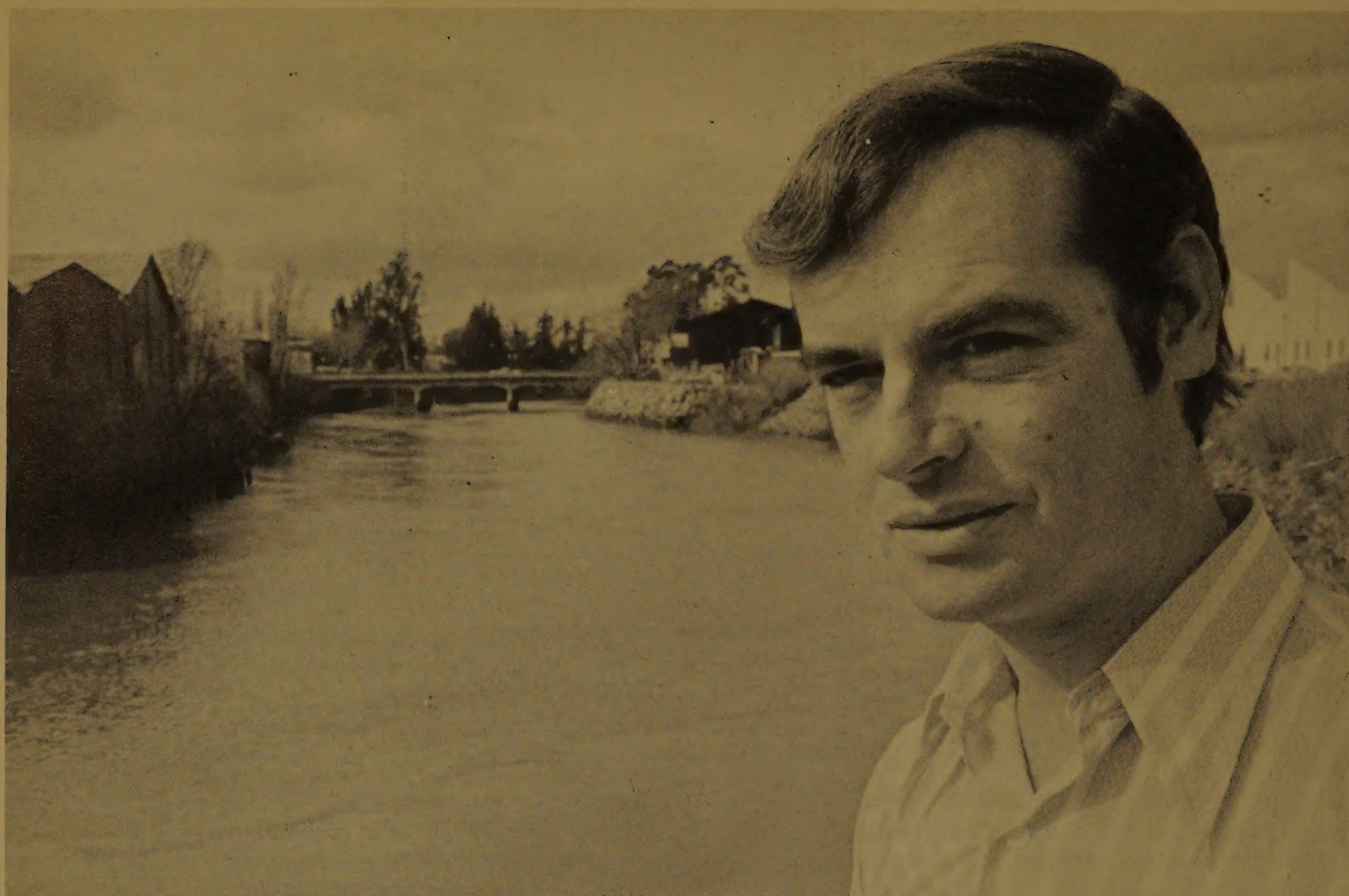
Over-population and population imbalance are critical problems: too many people in a small area creates pollution; too many people on too little land to support them creates poverty, illness and hunger; too many people crowded into too little space creates frustration and anger.

Even though each country or culture feels it has its own best answer, population is a worldwide issue. Nations must work together while there is still time. Questions must be asked; solutions must be found.

AtlanticRichfieldCompany ♦



artist: alan d'arcangelo
the joseph h. hirshhorn collection



THE NAPA REGISTER'S HARRY V. MARTIN—His first prize of \$2500 was tops.

California writer is Meeman winner

From outline form to finished product, it took six months of painstaking, virtually individual preparation. The result was a special, 96-page Vintage Edition—based on the theme of conservation—that won for Harry V. Martin, of The Napa (Calif.) Register, first prize of \$2500 in the 1972 Edward J. Meeman Conservation Awards.

Named for the late Conservation Editor of Scripps-Howard Newspapers, who was, for more than 30 years, editor of the Memphis Press-Scimitar, the Meeman Awards are sponsored by The Scripps-Howard Foundation. The 1972 competition—the ninth annual—honored 15 newspapermen and women, who shared a total of \$10,000 in prizes.

Second prize of \$1500 went to Gordon Bishop, of the Star-Ledger, Newark, N.J. Bishop was first prize winner in the 1971 Meeman Awards.

Two third prizes of \$1000 each were awarded Harold Scarlett, The Houston Post, and Robert C. Frederiksen, The Providence Evening Bulletin. Fred Jones, The Pittsburgh Press, received a \$750 fourth prize. In addition, three \$500 prizes and seven \$250 prizes were awarded.

Purpose of the Awards is to recognize outstanding work in the field of conservation published in U.S. newspapers. Nearly 200 entries were submitted in the 1972 Awards.



**Scripps-Howard
Foundation**

200 Park Avenue, New York, N.Y. 10017